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ABSTRACT

A review of the relevant literature, which is the first of two parts of this study, found that the existing literature is sparse and presents a fragmented picture of the information environment of the blue collar adult. The second part was a pilot survey, undertaken to probe this information environment, and consisted of intensive living room interviews with 50 adults in Philadelphia's Kensington and South Philadelphia sections. Conclusions from the pilot study and other studies of the information environment of the general population indicated that the blue collar adult has information needs and patterns of information seeking and media use similar to the general population, except that he or she is less likely to perceive everyday problems as needs for information. Human beings, television, and newspapers were primary sources of information; radio, magazines, and books were little used; and library use was negligible. The primary source of job-related information was the union. Bibliography, lists of serial and monograph bibliographies examined, and the interview questionnaire with tabulations are attached. (Author/KP)

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Final Report

Project No. L0029JA
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The Blue Collar Adult's Information Needs, Seeking Behavior and Use

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ABSTRACT

Described here is a two-part study of the information needs, information seeking behavior and information use of the American blue collar adult. The first part of the study consists of a review of literature relevant to the topic. It was found that the existing literature is sparse and presents only a fragmented picture of the information environment of the blue collar adult. The second part of the study, a pilot survey, was undertaken in order to probe the information environment of the blue collar adult further. The pilot survey consisted of intensive living room interviews with fifty adults in Philadelphia's Kensington and South Philadelphia sections. In general, the conclusions from the pilot study and other studies of the information environment of the general population indicate that the blue collar adult has information needs and patterns of information seeking and media use similar to the general population, except that he is slightly less likely to perceive his everyday problems as needs for information. In addition, human beings, television and newspapers are his primary sources of information; radio, magazines and books are used very little, and libraries are used negligibly. For the blue collar worker, the union is a primary source of job-related information.

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I. INTRODUCTION

PURPOSE OF THE PROJECT

The project reported below was a twofold venture. First, it was an attempt to search out and synthesize the existing literature that might bear on the information needs, seeking behavior or use of the blue collar American adult. As will be evident in the following analysis of the literature, the number of relevant documents was few and the conclusions that can be advanced are weak and fragmented.

Upon realizing this condition of the literature, we undertook the second part of the project, a pilot study of the blue collar adult's information needs, seeking behavior and use, through structured interviews with fifty blue collar adults living in Philadelphia. The purpose of the pilot study was to develop a tentative description of the blue collar adult in terms of the range of problems/questions he encounters in day-to-day life; the problem/questions he considers paramount; the ways in which he receives information, advice or help or the paramount problems/questions; patterns of use of the media; degree of influence among his associates; level of activity in his communities; and primary demographic characteristics.

"BLUE COLLAR"

Perhaps the most striking thing to someone approaching the subject of blue collar society for the first time is the cloudiness of the term "blue collar." It is a term that is not wholly congruent with the classical configurations of upper-middle-lower class; it may or may not include black Americans; it cuts across a wide economic range, from poverty to high middle income.

Existing literature does not present a uniform definition of "blue collar." An important part of almost any research document that uses the term is the explanation of what "blue collar" means in that particular document; the term is ordinarily explained on the basis of income, occupation, life style, education or neighborhood. One is compelled to conclude that "blue collar" is not a very apt descriptor. Its imprecision perpetuates unclear, probably mythical "knowledge" of who the blue collar adult is among the general public; nor does it strengthen the vocabulary of social science. (We could advance similar complaints against "White collar".)

We were forced to adopt two different definitions of "blue collar" -- a loose, broad one for the literature search and review, and a stricter, more narrow one for the pilot study.

For the literature review, we accepted the definition of "blue collar" that the authors of the various documents employed; whenever a population or sample was labeled "blue collar" it was deemed a legitimate candidate for the review. In addition, we included documents that identified populations of manual workers at the skilled, semi-skilled and unskilled levels, even though they were not explicitly called "blue collar." Since the study addressed the

"classical" blue collar group, and since the Negro blue collar American is generally deemed atypical of that group, to the extent that he evidences a distinctive life style, cultural background and value system, documents that dealt exclusively with black blue collar men and women were not included in the search.

For the pilot study, we adopted a closer definition: a white man or woman in a household which is supported in the main by a job classified as craftsmen and kindred workers, operatives (except transport), transport equipment operatives, laborers (except farm), service workers (including private household; excludes sales workers), by the U.S. Bureau of the Census in 1972. [1]

One way of defining a group is to identify common elements in their life style. This has been attempted frequently by researchers of blue collar culture. Since so much of an individual's culture relates -- at least potentially -- to his information needs, seeking behavior or use, the salient elements of that culture have been culled from the literature and are laid out below. Those elements that are potentially related to the information environment of the blue collar individual are emphasized. Where there are discrepancies in the literature or notable differences within the blue collar population, these are pointed out.

Considerable attention has been paid to the life style (group personality, culture) of the blue collar adult. Research on a more or less superficial level has yielded a fairly consistent picture of the blue collar life style along several dimensions. However, some intensive studies in recent years have begun to identify marked differences within the blue collar population. These studies make it quite difficult to define the blue collar life style simply. They underscore the diversity within the blue collar society and make us uneasy when generalizing about its culture. Abramson has identified substantial differences in educational level, socialization patterns, attitudes toward other groups and in other factors among the working class. The differences are associated with ethnic affiliation: Protestant, Jewish, Irish Catholic, East European

Catholic, Italian Catholic, Polish Catholic. [2] Cohen and Hodges discovered that there are greater differences between the lower-lower blue collar class and the upper-lower blue collar class in their amount of participation in voluntary associations, than there is between the upper-lower blue collar class and the lower-middle white collar class. [13]

While it is clear that life styles differ within the blue collar society, it will be useful to preface the discussion of the literature review and the pilot study with a very general sketch of blue collar life style. This sketch is tentative for two important reasons. First, blue collar society, like other cultures in this country, appears to be changing. [Note especially 104] Second, much of blue collar research has been restricted geographically or methodologically, thus limiting confidence in the findings.

BLUE COLLAR LIFE STYLE

Blue collar adults "focus their desires overwhelmingly on security and material gratifications, on passive, comfortable satisfactions of family life and pleasures of consumption, with little emphasis on intangible goals of personal acheivement and self expression and almost total neglect of altruistic devotion to social causes and participation in collective efforts for human betterment."[Kornhauser in 103]

They may be distrustful of the outside world and cynical toward it. [13, 39] (However, a study of Polish and Italian Americans in East Baltimore found a distinct lack of "hostility or suspicion toward institutions of the wider society." [28])

While we do not know much about the quality or specific nature of their participation [74], several studies have indicated that blue collar adults tend not to participate in formal groups outside the workplace, even in groups that could directly improve their conditions in ways that are obvious to

them. [23, 74]

They identify strongly with the physical neighborhood. The streets, taverns, community establishments and shops are viewed as both owning and owned by the individual. They are features that provide a sense of comfort and channels of communication and socialization at the same time. [37,36]

In politics their vote is predominantly pro-labor, against change, against additional expenditure, and against the establishment. They vote on candidates' personal appeal rather than on election issues or past performance of the candidates. [103]

Sex-related role segregation is more rigid among blue collar adults than in the white collar classes. This is found to be the case both in relationships between husband and wife, and in the way in which children are raised. [73] Blue collar families are essentially father-led. While not all important family decisions are made by the man, he tends to reserve the right to make the final decision in virtually any area. For instance, the husband is ordinarily the undisputed manager of finances. Purchases in the area of groceries and other household necessities are delegated to the wife; but the husband retains the power to adjudicate any and all expenditures. [73] This may be attributed to the desire to simplify life's processes (participation in decision-making by several people is confusing), or to a strong machismo among blue collar males. [99, 101]

The working class woman appears to be becoming more active in community affairs. There may be several reasons for this: she senses the urgency of community action more than her husband, she has more time, and she is not shackled by the "machismo" that keeps her husband from risking defeat at the hands of government officials. [99]

Some writers characterize blue collar adults as racists and xenophobes.

A more tempered view portrays them as resentful of the strides made by blacks in the past ten years. [103] A recent Gallup poll revealed some counter-intuitive findings along these lines. The data indicate that the blue collar portion of the sample does not differ much from the national sample on their favorableness toward a number of "liberal" ideas: the 18-year-old vote, guaranteed annual wage, and a black president, among others. There were more differences between the Protestant and Catholic blue collar subsamples than between the total blue collar and the national samples. [45] These findings make it difficult to support the image of an unconditionally racist blue collar society.

They value hard work very highly. [27]

They tend to over-simplify problem solving by seeking ready and tangible solutions. They are impatient with analyzing problems and planning alternative solutions. They are less creative in solving their problems than the middle-class population. [75, 27, 112]

Many authors have written about "blue collar blues," a condition of perennial low-key depression, alienation from society and job and a pervasive sense of helplessness and discontent. While there is some empirical base for the "blues" theory [101] a recent study diminishes its strength. Research on middle-aged blue collar men and their wives indicated a level of dissatisfaction and alienation that was no higher than among the general population. [105] It remains to be seen if this pattern holds for the younger blue collar worker and his wife, or for single individuals. In fact, Shostak speculates that there are some trends among young blue collar adults that presage substantial changes in the life style of the blue collar individual. He advances the model of a "liberated" blue collar woman, who is using birth control pills, having abortions and initiating more divorces and is becoming an important partner in the decision making process at home. As mentioned above, Seifer also claims that the blue

collar wife is becoming active in community affairs. He identifies an ethnic reawakening that may divide blue collar society against itself and diminish even further its tendency not to act collectively in its own behalf. And he identifies a possibly growing alienation from the workplace, consisting of boredom, rising expectations, and conflict between older and younger workers because of educational differences and the gradual decline of conventional behavior. [104]

II. THE LITERATURE REVIEW

THE SEARCH AND NATURE OF THE LITERATURE

Characteristics of the Literature Influencing Search Strategy

"Writing about the blue collar worker and diagnosing his ills are definitely 'in.'" [2]

When the War on Poverty lost its impetus in the beginning of the 1970's, more attention was directed to the so-called "silent majority "the portion of the American population including the blue collar class. Thus, the early weeks of the literature search were devoted to examining the literature produced only after 1970, since we suspected there would be little written about the blue collar group between 1965 and 1970. What was written prior to 1965 would be at least ten years old and thus not of immediate interest.

A good deal of the blue collar literature written since 1970 seems to be written for the blue collar adult himself or his rank and file spokesmen. Much of it takes the form of a rhetorical call for action and for the formation of new coalitions of working peoples. It urges and forsees the rise of the working class as a strong political group. There are very few objective studies since 1970, but they seem to be appearing more frequently in the last two or three years.

The bibliographies appended to these recent objective studies were an invaluable asset to the search strategy. They were quite thorough in listing the blue collar literature back through the 1950's and saved us the time-consuming and not very profitable task of going to the conventional indexes prior to 1970. They took us back in time to the classic materials in the field.

Much blue collar literature was produced in the 1950's and early 1960's.

In addition to being out of date now, it seemed almost always to view the blue collar person only as a member of a work force being studied by management. It rarely saw him as a member of a larger society, a member of a family, etc. There are notable exceptions such as Middletown[3], Middletown in Transition[4], The Levittowners[5], and Street Corner Society[6]. (However, these documents did not contain material relevant to this project.) By and large, more recent studies of this kind were pursued. However, even though more writers in the 1970's are viewing the blue collar adult as a total person (as compared with writers in the 1950's) many of the documents published today still view him only in terms of the job.

Problems with the Literature Influencing Search Strategy

There is a wide social class range within the blue collar class. Some writings about blue collar adults refer to them as lower class, even in document titles. For the purposes of this study anything called lower class, and not also identified as blue collar was presumed to be disadvantaged and therefore not examined. Such was the case with The Working Poor[7], which falls on the borderline between disadvantaged and blue collar. Consequently, pertinent documents may have been missed.

There is a wide range of life styles throughout this portion of the population. They go all the way from the Jewish garment workers who pursue an intellectual mode to the "hard livers,"[8] who at first glance appear to be disadvantaged. Thus we had a potentially large target group. For the most part, we let the literature define "blue collar" for us. "Working class" and "blue collar" were the primary target group index terms. However, most indexing services use the larger, more general term "labor and laboring classes."

This was a mixed blessing. On the minus side, we had to wade through long lists of citations to get to the few that seemed to touch on the laboring classes as a whole person. On the plus side, most of the documents dealing with the target group were in one place and we could choose those that seemed to have the additional "information" aspect we were looking for.

Despite its growing acceptance as a separately identifiable factor necessary to a person's day-to-day survival in a complex society, the idea of "information" as such has still not been clearly defined. The need for information of a specific kind -- the advantages and disadvantages of the different kinds of health insurance policies, for example -- is still thought of almost always only as a subject need -- in the example, a health need -- and not also as an information need. Health as a concept appears to be so much less nebulous than the concept of information.

There are more documents about specific blue collar occupations or labor unions than there are about the blue collar class in general. Most indexing services index these only under their specific terms or names. In Work Related Abstracts there were over one hundred separate blue collar occupation index entries. This specificity was also found in ERIC and the Index to Labor Union Periodicals.[9] Given the time constraints of the project, we did not feel justified in pursuing all such entries; and thus we may have overlooked some documents dealing with the information needs of specific occupation groups or labor unions. Since the Index to Labor Union Periodicals employs only this specific approach, it was not used. The other two services -- ERIC and Work Related Abstracts -- used the general approach in addition to the specific, and thus were of some value.

The blue collar segment of the population is more often described and studied as a sub-sample of a general population study than it is as a discrete sample.

If it does appear in a general population sample it is usually just for purposes of comparison with the primary sample, or it is buried in the total population sample. Therefore there is no access to these documents through the indexes under the term "blue collar" or any of its synonyms. Document titles almost never reflect the presence of a blue collar sub-sample. A check of Index Medicus shows that there are numerous studies of health knowledge, awareness and utilization; although there were none dealing solely with blue collar persons, one suspects that blue collar groups do, in fact, appear as a part of a large number of these studies. Time prohibited examining all such documents to ascertain if a blue collar segment were present. The Aday and Eichorn[10] bibliography was most helpful here since the notations did indicate all the various sub-samples in each of the studies described.

The Mechanics of the Search

Three conventional approaches to the literature were pursued simultaneously: printed indexes and similiar materials, on-line machine searches and SDI (Selective Dissemination of Information).

Eighteen conventional printed indexing or abstracting services were used. With the exception of two, all were checked beginning with 1970. Dissertation Abstracts and Selected Rand Abstracts were searched prior to that date because the years 1970 to 1972 were cumulated with earlier years. The former was cumulated for 1861-1972 and the latter for 1963-1972. Six of the eighteen services provided the best access to the literature.[11] Although the literature review phase of the project was terminated at the end of 1974, these six services were monitored through May 1975, in order to maintain currency on most of the new relevant literature.

Even though they were often not the most valuable documents, documents uncovered through the printed indexes turned up most often in Dissertation

Abstracts and Work Related Abstracts. This is not so much that there were more articles in each data base pertinent to our study, but that, instead, they provided the best access through the term "information."

Each service required its own customized search strategy.

Other types of printed bibliographies were useful in keeping abreast of the literature. Three different series of monograph bibliographies were used as well as the "recent publications columns" in three journals and the "recent acquisitions lists" of two libraries with special labor relations collections.

On-line searches were made of both the ERIC and National Technical Information Service data bases. Only one useful citation was retrieved and that was the result of chance rather than logical search statement.

With ERIC there were five different descriptors appropriate to our target group. Two of the most specific, "labor force" and "blue collar occupations," were used for over 450 documents but another specific descriptor "working class" was used only once. Since this seemed odd, we called for the complete abstract which turned out to be the one useful ERIC citation.

The search statement for ERIC combined four specific target group descriptors and one general descriptor ("adults") with seven specific information/knowledge descriptors and three general descriptors ("interests," "needs" and "attitudes"). Every one of the resulting seventy-five citations was retrieved through at least one of the four general descriptors listed above (most often "adult"); none was found useful.

The machine search of ERIC, done in November 1974, was supplemented by a manual check of the monthly printed indexes through May 1975.

The National Technical Information Service data base was accessed in November 1974 by the same sort of search statement used for ERIC. Six specific target group and two general group descriptors ("adult," "adults") were combined

with fourteen specific information/knowledge descriptors and five general descriptors ("attitudes," "need," "needs," "interest," "interests"). Every one of the resulting 115 citations was retrieved through one of the general descriptors and was judged unusable. Since this data base was potentially less valuable than ERIC, it was not searched after November 1974 via the monthly printed indexes.

The SDI used was the thirteen week ASCA (Automatic Subject Citation Alert) trial offered by the Institute for Scientific Information. Our profile consisted of eighteen keywords or word stems that described our project. Every week we received approximately 175 citations containing these keywords or word stems in titles that had been retrieved by computer. The search logic here was different from that of the on-line searches. The latter used an "and" logic in which one descriptor in one group of terms had to be linked with one descriptor in a second group of terms before retrieval occurred. ASCA uses an "or" logic in which every time a descriptor or keyword appears, retrieval occurs. Due to the "or" logic many false drops occurred. And because the ASCA data base includes a vast amount of scientific and technical publications, even more false drops were retrieved. The keyword "labor" more often than not provided us with articles about childbirth. The word stem "communit" was a constant source of surprise; our favorite was an article about the phytoplankton community.

During the thirteen week ASCA trial, another ISI service, Current Contents-Social and Behavioral Sciences, was searched. It provided access to a body of literature much more in line with the nature of our project and in comparing it to our weekly ASCA printout we found that citations in the former were appearing almost as soon as they were in the latter. Therefore at the end of the trial period ASCA was dropped while we continued scanning Current Contents

well into July 1975.

Of all the conventional approaches used for the literature survey, Current Contents - Social and Behavioral Sciences was the most valuable.

There were several valuable unconventional approaches to the literature also. Several journals touching our topic were regularly scanned. Library shelves of books containing the classification numbers most likely to contain material of interest to us were browsed and the new books received shelves were regularly checked. The advisor for the project had a very complete personal library that pulled together in one place all the basic blue collar literature. And finally, the present investigators had conducted a similar study of the information needs of the disadvantaged[12] and were already quite familiar with most the studies that had been done explicitly on information needs and information seeking.

Approximately 310 documents were examined during the literature search. One hundred and thirty one were accepted for the final bibliography; 180 were not. Sixty additional citations were collected via the printed indexes, but were never examined because they did not seem to contain anything new or specific for the investigators.

THE EXISTING LITERATURE: A PATCHWORK REVIEW

Below, the existing literature related to the blue collar adult and his information needs, seeking behavior and use is reviewed. Unfortunately, the literature is very spotty. It almost defies synthesis. There are so many areas that have not been researched, and the studies that do exist are so situation-specific, that any review is certain to resemble a large puzzle with 90% of the pieces missing.

First, we discuss the literature related to Information Seeking Behavior and Impact; then we follow with a discussion of Information Need related to various topics. For the latter, it should be noted that nothing of significance turned up in the areas of alcoholism, family planning and birth control, abortion, venereal disease, social security, medicare/medicaid, food stamps, transportation, and recreation and leisure.

Information Seeking Behavior

Parker's data suggest that, overall, the blue collar adult relies somewhat less on impersonal channels than on interpersonal channels for information on a wide range of topics, from national affairs to homemaking and leisure. He appears to lean more heavily on his interpersonal resources than the average adult. [82; 125; substantiated by 39] However, just like the average adult, he turns first to persons known personally to him. [125] In support of these assertions, Mendelsohn avers that the blue collar adult puts more faith in experience and "a guy who really knows" than in printed material or formal information sources, such as governmental agencies. [79]

Although Bogart claims that "the mass media experience of blue collar workers and their families hews remarkably close to the American main line," both he and Mendelsohn point out that blue collar adults spend more time with television than adults higher in the occupational scale. [6, p. 428; 79] In addition, while newspapers are read as much in the blue collar community, the blue collar adult reads substantially fewer magazines that the average adult. [6] Blue collar women rely heavily on advertisements in magazines and newspapers and on fliers from their favorite stores for homemaking information. [90]

Philpsen implies that the blue collar adult maintains his contacts with the outside world (the world beyond his personal experience) by way of intermediaries more often than the average adult. However, the data of his study do not provide any direct support for this thesis. Yet it is clear that the blue collar adult relies substantially on middlemen such as precinct captains, priests or union stewards to secure information or help from beyond his own social environs, in lieu of making his own contacts with external (and formal) sources. [86]

A unique and potentially rich channel of information for some blue collar adults is the union. The literature reveals a wide range of information

dissemination activities that have been undertaken, such as meetings, workshops, continuing education classes, clinics and newspapers. The level of activity in this realm varies greatly from union to union. While the union may provide one of the best channels of information for the blue collar worker, community-based channels may be the most effective for the blue collar housewife. [110] For instance, frequent local shopping is seen as an important channel of communication. [36]

The general picture of information seeking behavior of the blue collar adult that the literature affords is this:

-He (she) places heavy reliance on interpersonal channels, and especially acquaintances — friends, neighbors and relatives.

-He seeks information less frequently than the average adult.

-When he does seek information, he is less aggressive in his search than the average adult.

-He uses printed sources proportionately less than other adults.

In all, he appears to share many of the deficiencies in information seeking behavior that characterize the disadvantaged adult. [12]

Use/Impact

It can generally be said that the volume of research on the impact of information is small. This is true of the blue collar group, also. Warner et al. found that the blue collar subgroup claimed as often as the general sample that they had gotten satisfactory responses to their problems/questions. [125]

Simpson et al. found that retiring semi-skilled workers realized their pre-retirement plans significantly more often when exposed to information related to retirement and retirement activities, and that retirees with high exposure to retirement-related information were less likely to experience feelings of job deprivation than workers with less exposure. [107]

Spiro et al. discovered that when public education programs were undertaken to inform the blue collar family of mental health benefits obtainable through a union-run clinic, use of the clinic doubled. [110]

A study of blue collar youths indicated that those with superior information about the labor market were more successful in obtaining better and higher paying jobs. In turn, "superior information about the labor market" was found to be related to amount of education, measured intelligence and the socio-economic status of the family of origin. [83] Indeed, these variables, rather than "superior information" may be the root explanation of successful job-seeking. The impact of information, per se, is not clear from this study.

In sum, little attempt has been made to isolate factors that relate to informed-ness and their impact on behavior. A handful of studies that do address this complex subject provide the few knowns in a generally unknown area.

Areas of Information Need

Consumerism and Finance

The blue collar adult learns much about products from advertisements in magazines; however, the motivating ad is most often the flier from a favorite store. He tends to rely on personal contacts for information and advice about "big" purchases. In the absence of personal connections, he relies on brand names, distrusting his own buying skills and the business community in general. [90]

He is less reliant on personal channels for financial, business and legal information than his white collar or professional/managerial counterpart. [82] This may reflect a general low level of information on these subjects within the blue collar community.

One writer claims that unions can serve as information channels in the area of financial planning for retirees or prospective retirees. [11]

Homemaking

"Working class women rely upon advertisements and pictures in the mass media to educate them about the latest ideas in home decoration or appliances, as well as to inform them about the brands which are national names. Thus they remedy their deficiencies in social contact or the narrowness of their shopping horizons." [90, p. 166] Yet there is some evidence (albeit, weak) that blue collar housewives may rely proportionately more on interpersonal sources of homemaking than on mediated sources, compared to white collar or professional/managerial housewives. The data here are only suggestive. [82]

Day Care

In order to improve the working class woman's chances of fulfilling herself through a job or career outside the home, she will need information on various things -- day care opportunities, among them. [99] The blue collar society seems to prefer the family -- extended or nuclear -- as a source of day care. [28]

Housing

While there are often mechanisms for helping blue collar families locate new housing when redevelopment forces them to move, Gans' study of Boston's West-Enders showed that most people moved themselves. [39] This same tendency has been noted among disadvantaged persons.[12] Gans attributes this to the fact that relocation officials either communicated poorly or did not communicate the necessary information (about relocation and clearance scheduling, for instance) to the blue collar community. "The amount of information given to site residents [must be] maximized and the development of rumors due to information vaccuums [must be] prevented." [39, p. 331-332] In 1967 the International Association of Machinists and Aerospace Workers recommended that its local and district

lodges establish retired member committees to provide, among other things, information on securing adequate housing. [11]

Health

Some data suggest that blue collar adults view medical care with suspicion and hesitation -- possibly because medical care is most often available only from outside the blue collar community, and because they harbor a general suspicion and dislike for any bureacratic and or highly technical service. [39; 94] In addition, Gans' data on Boston's West Enders indicates that they judge doctors and teachers by impossibly high moral standards; are cynical toward the effectiveness of medical treatment; are very fearful of hospitals and operations; and have difficulty describing symptoms. The doctors therefore tend to be dogmatic and dictatorial with the blue collar patient, not informing the patient of the nature of his illness or the treatment. [39]

Mere exposure to health-related information doesn't insure gaining in knowledge. Education is the highest correlate to knowledge of disease symptoms; and it appears that it is the greater intellectual ability associated with the higher education that is the prime factor, and not the education, per se. The "skilled workers" and "other blue collar workers" in a general population sample scored significantly lower on knowledge of symptoms than did the clerical, sales, business or professional workers. [30; 103; 94] Those who are least apt to vote, to be active in the community and to be informed on public issues, are also less likely to have a high knowledge of illness or to have engaged in preventive health care. [94]

Seifer recommends a need for directories of programs, services and information related to women's health programs. Community colleges are identified as the appropriate operators of such directories. She also recommends medical referral systems for the blue collar adult and especially older adult. [99]

Mental Health

When the United Auto Workers began operating a low-cost health care program for members' families, it was found that barriers to utilization included: failure to know about existence of the services, lack of information about available health insurance, and prejudice or fear of seeking help. Public education programs were undertaken to overcome ignorance about the programs; as a result, utilization doubled. Their results indicate that "Men and single individuals may best be reached through the union and working place. Wives and children may be better reached through community based, geographically catchmented mental health programs (i.e., the community mental health center)." [110, p. 245]

A study of Polish and Italian blue collar adults and their reaction to six "vignettes" of mental health problems revealed that the extended family would be the main source of initial information and advice. [28] The Polish, however, "are more likely to confine themselves to relatives and friends as gatekeepers for information and advice." [28, p. 101] Only a few Italians and no Polish indicated they would seek a psychiatrist on these problems. Alcoholics Anonymous is the only "wider society" resource cited by any of the respondents. "None of the respondents ever mentioned health programs, institutions or social agencies." [28, p. 133] Fandetti speculates that the less the confidence in dealing with a mental health problem, the greater the tendency to seek sources of information and advice outside the extended family. Friends and neighbors were shown to be relatively unimportant sources of information.

Drugs

The need for social services such as drug prevention information and counselling for the lower middle income group did not become apparent till

the late 1960's. It is suggested that neighborhood youth centers could provide such service. [99]

Nutrition

Blue collar homemakers seem to have adequate information about good, fresh, vitamin-laden food. However, they would ignore the dietary experts in order to feed the family its favorite foods. [90]

Employment, Job Training, Job Banks, Retirement

In a study of job-seekers in Erie, Pennsylvania, Sheppard and Belitsky sought to identify the "salient" job information sources -- the ones that were both thought of as information sources and used as information sources. They found that "friends and relatives and other workers" fit the criterion of salience, in that they were mentioned as sources and actually used as sources of information; and that the state employment service was not a salient source, since it was mentioned few times but actually utilized quite often.

Men and women differ significantly in some of their channels used in job seeking. While women and men make equal use of state employment services, women make substantially less use than men of friends and relatives, the company hiring gate, government agencies (as employers), and unions. Women tend to cite the state employment services as the first source used, more often than men.

There is a variety of reasons for not using an information source -- the company is not hiring currently, the source is deemed unhelpful, fees are too high, and others. However, many had simply never heard of private employment agencies, or the practice of using a union to find a job.

Those who found jobs relied more on friends, relatives and other workers, compared with those who remained jobless. Friends and relatives were considered the most effective sources of information; unions were considered the second most effective; and newspapers the least effective source. [102; 127]

Bradshaw discovered that the blue collar worker, compared with the white collar worker, has been found to place substantially less reliance on want ads and private employment agencies and a bit more reliance on direct contact with prospective employers. [7]

In short, we would tentatively conclude from the literature that the blue collar job seeker uses fewer channels of job seeking and places less reliance on the formal channels, than do other classes of job seekers.

Seifer claims that while traditional blue collar jobs for women are declining due to automation, there is expanding demand in the service occupations and in paraprofessional occupations (health, education, recreation and social services). "Working class women, however, seldom learn about these jobs, or about new education and job training programs. The kinds of information and referral agencies that were established in inner city neighborhoods in the 1960's as a result of the poverty program have few equivalents in working class neighborhoods." [99, p. 32] Seifer also advocates strongly the development of formal channels -- among them, career information libraries -- through which new job opportunities and career information can be brought into the blue collar woman's community.

In the late fifties it was found that blue collar workers had used between zero and two sources of information or advice on their future career, and that they had used the family much more than non-family sources. "...one might expect that parents, especially working-class parents, will usually be ill-equipped to give sound occupational advice because of their own limited occupational perspectives." [108, p. 265]

Tests of a national sample of fourteen to twenty-four year olds in 1966 and 1968 indicate that those who possessed superior information about the labor market and superior occupational information tended to be more successful in obtaining better and higher paying jobs. [83] Yet it is almost obvious that a youth's limited knowledge of career and job opportunities is not just a matter of inadequate information, but is also closely related to the influence of family and peers. [19] Davis supports this speculation in his conclusions from a study of teen-age girls. He indicates that the parents were the most important influence, and reading about the job was the second most important influence in selecting an occupation. [20]

Parker found that the blue collar adult seeks information related to occupation less frequently than either professional/managerial or white collar adults. But the sources through which he seeks his information, when he does, do not vary substantially from the white collar adult. Both the white collar and the blue collar adult rely less, proportionately, on books and magazines than on other print, broadcast and human sources of information. [82]

In a study of plant relocation and worker migration, it has been found that workers were less mobile when they confined themselves to channels of communication which were limited and inflexible, so that a strong local orientation predisposed the workers to a decision to stay when they received relocation information through them. [109] Those job finders who do not make major job shifts -- a new job, or a new employer -- more often first hear of the new job through union or company sources; those who do make major shifts tend to rely on more formal sources of information. [61;59;21] As in many areas, there seems to be a high relationship between the individual's actualizing activity and his information seeking.

The wife -- particularly through phone calls to the extended family -- is a two-way channel of information about layoffs, plant expansion contracts, new projects, pay, etc. [56]

Retirement

In a study of the relationship between retirement and information related to retirement, Simpson, Kurt and Mckinney found that semi-skilled workers appear to be more effected by exposure to information related to retirement than middle-status or upper-white collar workers. This "effect" is manifested in their realization of their retirement plans. As well, those who are more positively oriented toward their own retirement tend to expose themselves to more information about retirement, in all worker groups. However, positive orientation toward retirement among the semi-skilled is not associated with the specific activity of reading about retirement. Exposure to information improved the morale of those with negative orientations toward retirement, only among the semi-skilled; "The semi-skilled apparently have so little information about retiring that they are helped by exposure to information no matter what their previous attitude toward retirement." [107, p. 104] A number of unions have taken the responsibility of providing retirement and preretirement information to their members, primarily in the area of personal matters such as finances, health, housing and the like. [11]

Unions and Union Activities

The continual struggle between labor and management is evident in the perennial attempt of management to withhold information and labor to secure it for activities related to collective bargaining. The development of labor relations law over the years has brought the situation to the point where "certain types of company information, e.g. that relating to payment systems, job grading, overtime working and the wage structure, are regarded as presumptively relevant, i.e., the union is not cast in the role of plaintiff. In this case, the trade union does not have to demonstrate need, nor have to prove materiality. Where other types of information are concerned, e.g. that relating to ability-to-pay, the trade union

must show that refusal to provide such information constitutes bad faith bargaining." [34, p. 5] It is also argued by Foley that information can play two distinct roles in labor/management relations: improving the quality of negotiation and decision-making in the short term, and contributing to the general understanding of the negotiators in the long term. However, some empirical evidence exists to suggest that differences in information, alone, do not affect bargaining behavior or outcomes. [62]

Downey asserts that union staff representatives and local union officials need information along many dimensions:

1. basic trade union principles
2. labor history
3. international labor activities
4. labor law
5. current wage and salary determinations
6. economic impact of inflation
7. negotiating techniques
8. grievance handling and arbitration
9. leadership techniques, parliamentary procedure, public speaking, conference methods, staff development, effects of automation, environment of the workplace, job satisfaction and work humanization. [24]

A number of unions have taken some responsibility for disseminating information to their members, beyond the standard information about union activities and labor/management relations. An example of this is the International Association of Heat and Frost Insulators and Asbestos Workers' program of health care, including information bulletins. The special concern is with the particular health hazards of the job, asbestosis and lung cancer. [114] Other union pub-

lications -- and even television shows -- often deal with consumer matters and welfare matters. [9; 65]

Yet, a study in 1967 indicates that unions often fail to keep their membership informed of events during periods of negotiation. [55] One writer suggests that, since the union member is informed of the status of negotiations primarily through the news media, there need to be better links among labor, management and the media in order to communicate better with the worker. [60]

An important channel of blue collar job seeking is the referral union. The referral union is one that does one of the following: operates or sponsors a hiring hall, has achieved agreement with employer(s) to give special hiring consideration to the persons referred by the union or its agent, or has a membership 10% of which look to the union as a facilitator of temporary or term employment. [51] Their importance is illustrated by the fact that in 1968 approximately 70% of contract construction employees were covered by the referral system. [10]

Education

A study of Oakland, California, working men between twenty and sixty years of age revealed that unskilled and semi-skilled workers use personal sources for information about adult education opportunities, while skilled blue collar and white collar workers use mass media, fellow employees, supervisors and inclusion on mailing lists as their primary sources. The blue collar workers knew fewer people participating in adult education activities than did the white collar workers; at the same time the personal acquaintances that the higher-skilled workers do seek out for information are more likely to know about adult education opportunities, than are the acquaintances of the lower-skilled persons. [70; 71]

Welfare Services

It appears that blue collar adults using welfare services feel the need for more complete information, and are particularly confused over changes in welfare regulations. It was learned from a sample of predominantly blue collar adults in metropolitan Washington, D.C., that access to welfare services is ordinarily complicated not by the welfare personnel, but by poor coordination of records and service policies, ambiguity or frequent change in eligibility guidelines, or long waiting periods. [128]

General Law

On the lower periphery of the "blue collar" class, a sample of unskilled, poor, primarily black Louisiana men revealed, among other things, that their most important contact for finding a lawyer is a friend who is a lawyer. (Cited by 52% of the sample.) It was found, too, that the three problems comprising over 50% of the problems brought to lawyers over a period of forty-nine years were real estate, domestic relations and criminal charges. Perhaps just as important was the discovery that previous experience with legal assistance only slightly increased the individual's "legal awareness." [49]

In contrast to the previous inquiry, Mayhew and Reiss found that, in interviews with 780 Detroit blue collar workers, contact with a lawyer was higher than is commonly supposed. The areas of housing, making a will, settling an estate, advice on business matters, insurance claims, and divorce/alimony/child support account for the vast majority of applications for legal help. [78]

Political Process and Community Action

Gans launched an important pioneering effort in his study of Boston's West Enders. Much of his study concentrated on the political process and community action, centering around the relocation of the West Enders from their

community. He found that the blue collar adult sees government and bureaucracy as bewildering, that he can not visualize people like himself organized for a common goal, that he considers government to be a generally corrupt realm, that he is far more concerned with city government than state or federal. [See also 92,86] The intermediary between city hall and the blue collar individual is the local politician who does favors and is considered a source of reliable information. [See also 86] In the particular instance of the West End relocation, public servants assumed that the West Enders were more aware of political processes than was really the case, and they did not recognize the importance of the local politician as an information channel. Therefore the city officials failed to supply adequate information on the progress of redevelopment and on relocation opportunities. [39]

It is critical that the findings of Gans and of many other investigators of blue collar society not be over-generalized. There is all too much likelihood that Boston's blue collar society is different from that of other cities. This likelihood gains strength upon considering the fact that the cultural base of blue collar people (ethnicity and religion, especially) varies greatly from city to city, and that there are differences in behavior in the various blue collar cultures, as reported in many documents alluded to in the present study.

The major source of information related to public affairs for the blue collar worker is television. []23]

III. THE PILOT STUDY

METHODOLOGY

After only two months on the project it became increasingly evident that there was a need for basic research into the information environment of blue collar adults. Recent studies had been made of the information needs of a representative sample of the entire populations of Baltimore [125] and Syracuse and Elmira [41]. An effort was made in the latter study to compare information seeking by residents in these smaller cities with that of residents in the larger city of Baltimore. Now there was an opportunity to contribute to this small body of research by studying information seeking by a specialized segment of the population of a large city.

It was necessary to keep within the time period and budget originally established for the literature survey. There were just nine months to develop an instrument, locate a sample, do the interviewing and analyze the data.

Instrument Development

The instrument that had been developed for the Baltimore study was used without any changes for the Syracuse/Elmira study. There were several reasons why the decision was made to use it, with some adaptions, for the blue collar study. The most obvious reason was the savings in time and money. The investigators desired to use their limited resources on obtaining interviews rather than on intensive instrument development. Second, but just as important, they wanted most of their data to be directly comparable with the Baltimore and Syracuse/Elmira data.

Some of the changes in the Baltimore instrument were made because of the nature of our specialized sample; some were made on the basis of what had been learned in a previous study of information needs coupled with what seemed to be the weaknessess of the Baltimore instrument after use in the three cities;

and some were made after two pretesting experiences by the present investigators. The final interview schedule as it was used for this study may be found in Appendix A.

The interview is composed of five sections. In the first, respondents are asked to describe everyday problems or questions they may have had in the past two weeks. In the second section they are asked to choose the problem they have been most concerned with and are probed for any contacts they may have made to obtain information or help regarding that problem. The third and fourth sections contain questions on the number of contacts with other people, memberships in organizations and regular use of magazines, newspapers, books, television and radio. The final section is concerned with obtaining demographic information such as family size, occupation, education, nationality group, age, income and so on.

A good many of the studies made of blue collar life have reported similiar findings on at least two aspects of their family structure. First of all there are rigid role stereotypes that are adhered to by the man and wife and secondly there is little upward mobility through succeeding generations, either through choice of occupation, amount of education or a change in place of residence. To test this first aspect, a choice of "shared" was added to the head of household question (Question 1D, Section V). Questions 7-10 of Section V were added in an attempt to see if our sample was typical regarding the mobility factor.

In reading the literature for this study, several areas for research were uncovered and it was decided that additional questions should be inserted into the interview with the hope of making a small contribution to such research. Lee Rainwater, in his classic study of working class women [90] found that these

readers of "True Story," "True Romance" and "True Love" were using these magazines very heavily for homemaking and consumer information. Twelve years later another researcher [79] states that there has been no subsequent research into this question of whether working class women are still primarily getting instrumental, or every-day, how-to information from romance magazines and, he adds, soap operas. Therefore, questions were added to the interview asking the respondent whether he or she remembered receiving any recent useful information from magazines, newspapers, television and radio (Questions 1B, 2B, 4F and 5D in Section IV).

Unions are thought to play a decisive part in the life of the working class person. But very little was uncovered in the literature on the use of unions as an information source by the rank and file, and one document [127] stated that research was needed on the use of unions as a job information source. In view of this, questions 3B and 3C in Section III were added in an attempt to get a picture of whether unions were a prominent source of information for our sample.

In a previous study of information needs by the present investigators, it was found that little was known about the impact that information has -- how it affects an individual's problem solving strategy or even how much an individual values a potential source of information.[12] Therefore, questions on whether or not an individual acted on received information and how trustworthy he thought an information source was were added to the probes made on each of the sources contacted for information in Section II of the interview.

Also, on the basis of areas of information need that were uncovered in the above mentioned study, the descriptions of problems in Section I of the interview were expanded for the present study. The consumer description was expanded to include the suggestion of how to get the most for one's money and the employment description was expanded to include specific mention

of on-the-job questions and retirement. Three additional problem categories of education, benefits, and home and family were expanded because it was thought that just a mere mention of the category in Question 9 of Section I without a hint as to the range of possible problems within that category might not elicit enough response.

Mention of relationships with one's spouse as a possible problem category and a breakdown of the discrimination suggestion into racial, age and sexual are additions and changes made in Question 9, Section I for the present study.

It was felt that the original instrument was too vague in the time framework given the respondent to recall what problems he had and what action he had taken. The respondent was limited to recalling only the past two weeks in order to reduce variability in the responses and to reduce the natural tendency of the respondent to generalize on his more distant past. The period of one week was retained for the first question of Section III, the "gregariousness" question.

Another change was to ask the respondent to answer only for himself personally and not for any members of his family regarding the problem probes in Section I of the interview. The present investigators questioned the validity of having a respondent speak for anyone other than himself, as was done in the Baltimore and Syracuse/Elmira studies.

Several questions were deleted from the Baltimore instrument. The sections on general library use and use of the telephone were removed, as well as the questions on car ownership, major means of transportation and whether living quarters were owned or rented. The present investigators decided to limit the interview to just those questions aimed at uncovering those demographic, social and/or cultural factors which influenced information seeking and media

use by the blue collar adults of the sample.

We had hoped very much to be able to ask respondents to name, in addition to their most important problem, their second most important problem and their least important problem and to probe on information seeking in all three instances. It was felt that the intensity with which the respondent viewed his problems would directly influence his information seeking and also that to have a picture of more than one information seeking strategy for a single individual would provide an additional dimension to the overall research investigations of information seeking. This approach was tried in the first pretest on three individuals. Unfortunately, these interviews lasted an average of one and one half hours. To reduce the interview to a tolerable length for the respondents, the questions were limited to just the most important problem and to probes on only three personal contacts made in connection with that problem instead of on six contacts (as was the case with the Baltimore instrument).

From the beginning it was felt that the series of questions on opinion leadership as asked in Question 2 of Section III of the instrument would be ambiguous to the respondent. The original format of this section was retained for both pretests of the present study. The pretest interviewers found it was troublesome and eventually formulated another scale based on actual numbers rather then vague perceptions for measuring opinion leadership. Experience showed that these numbers would probably be quite low and so a face-saving phrase was added to the statement introducing this section.

Pretesting showed that some individuals had used sources of information that were not either a personal, media, book or library source and so a category of "other" was added in Section II.

After two months of instrument development and nine pretests with two different instruments, it was felt we had a viable instrument that took an average of about one hour to administer.

Sampling Method and Sample

The sample was chosen with some degree of randomness, but several biases were unaviodably introduced, and the findings are significant only in what they reveal about the fifty cases of the sample. In spite of these limitations, what was found is important since blue collar individuals as a specific, primary target group have been so infrequently studied regarding their media habits and use of information.

The investigators sought to identify white Philadelphia residents whose occupations fell exactly within the blue collar segments of the occupational classification scheme established by the U.S. Bureau of the Census.[1] Five sections of this scheme include blue collar occupations: craftsmen and kindred workers; operatives, except transport; transport equipment operatives; laborers, except farm; and service workers except private household. The latter section includes food service workers and protective service workers.

Using 1970 Census data,[13] each of the 365 census tracts within the city limits of Philadelphia were examined to determine which had the highest percentages of white blue collar workers. Ninety-two of these tracts were identified as being at least 92 percent white. Of these, seven were at least 90 percent blue collar and eleven were between 80 and 90 percent blue collar. Five of the seven tracts that were at least 90 percent blue collar were in the outlying, suburban-like areas of northeast Philadelphia; the other two were in the section known as Kensington. Even though it represented the lowest figures in both percentage of whites and percentage of blue collar occupations, tract 161 in Kensington was chosen because it was most like an inner-city area, it was directly adjacent to a heavily commercialized major transportation artery and there was a branch of the public library within walking distance. Tract 161 was 99.5 percent white while the other six tracts ranged between 99.7 and 100 percent

white; and it was 90.53 percent blue collar while the other six tracts ranged between 91 and 98.23 percent.

The other area of Philadelphia considered to be heavily blue collar is South Philadelphia. However, it did not appear as a significant area until the tracts that were between 80 and 90 percent blue collar were examined. Of these eleven, nine were again located in northeast Philadelphia, one was located in southwest Philadelphia and the other in South Philadlephia. As before, the South Philadelphia tract (#27) that was selected had quite low percentages compared with the others that could have been chosen. It was only 93 percent white in a range of 92 to 100 percent and it was only 81.04 percent blue collar in a range of 80.17 to 89.18 percent. But on the other hand, it too, of all the eleven tracts, exhibited the most inner-city characteristics and had the additional desirable feature of containing an ethnic group (Italian) different from Kensington's heavily Irish population.

The Kensington area contains ninety-four blocks and the South Philadelphia area eighty-nine blocks. Both areas are largely residential with an occasional bar or small family-owned store on a corner. All the houses are row houses, one room wide and usually three stories high with no front yard or porch and only sometimes a miniscule backyard. The children play in the streets and there are large numbers of boarded-up buildings and overgrown vacant lots.

The geographic boundaries of these two tracts were matched with ward maps which represent the various voting areas in Philadelphia. Census tract 161 comprises part of voting ward 31 in Kensington and census tract 27 part of voting ward 1 in South Philadelphia. Wards are broken down into many smaller divisions of which nine each in Kensington and South Philadelphia were found to correspond with our two selected areas. Once the division numbers were known, the Registration Division of the County Board of Elections was approached for the Street

Lists prepared for each division. These Lists contain, by street name and house number, the names of all individuals registered to vote. The sample was randomly selected by choosing every seventh name on each List that appeared to be a member of a married household.

It was initially decided to interview only married husbands and wives in a single household, for several reasons. All interviews were to be conducted in respondents' homes. Most would take place in the evenings in inner-city row house neighborhoods into which it was not safe to send lone interviewers. By sending a man and woman interviewer team out together, interviewer safety could be reasonably assured. In addition, by comparing answers to the same question given by both spouses of the same household, a second means was had for investigating the intensity to which sex role stereotypes were adhered to by married members of a single family. (The first is provided by the "head of household" question in the interview.)

A telephone call was the means of initial contact with potential respondents. While this method has its disadvantages, it had the advantage of being a personalized approach, since the respondent's name was known before he was first contacted. Also, this means was conducive to a direct personal appeal on our part to the individual for his help. Thirdly, those households that were not blue collar or were inappropriate for other reasons could be eliminated very quickly and without much expenditure of funds.

Every seventh name that had been obtained from the Street Lists was looked up in the telephone directory. Unknown bias was likely introduced into the sample at this point because we were limited to just those individuals having listed telephone numbers. In Kensington, 45 percent of

of the names were listed and in South Philadelphia 42 percent were listed.

Respondents were paid a $5.00 stipend for completing an interview.

The Interviewing Experience

The telephoning began in mid-April and continued through to mid-August until fifty useable interviews had been obtained. Calls ranged in length from an abrupt hang-up in the middle of the opening sentence to long empathetic listening sessions of up to twenty minutes which in the end often did not yield consent to an interview. On the average, one hour of telephoning was required to obtain one household interview.

Several patterns quickly emerged. Most of the acceptances were coming from elderly retired couples who seemed lonely and welcomed someone showing an interest in them and/or who needed the $5.00 stipend. Therefore, in June, to offset this trend, the requirement of being currently employed was added to the already rather stringent list of characteristics needed by potential respondents: they or the head of the household had to be employed in a blue collar occupation, they had to be married, both marriage partners had to be alive and living together in the same household and both had to agree to be interviewed simultaneously.

A second pattern that became evident during telephoning caused us to relax one of the original requirements. Many potential interviews were lost because one member of the married team (in every instance but one it was the husband) would not consent to be interviewed. Since the acceptance rate was low, it was decided to conduct single interviews, rather than lose those lone members of households who were willing to take part in the investigation.

The stipulation of simultaneous interviewing also had to be relaxed in some cases where both partners had such irregular schedules that it was

impossible to find a time when they would both be home together. And in a few instances, the wife was so out of touch with her husband that she couldn't say when he might possibly be at home and separate arrangements had to be made with him for conducting his interview.

The acceptance rate was very low. In Kensington, 43 useable interviews were obtained. Four were not useable because the households turned out not to be blue collar. One hundred and thirty-five qualified households refused to grant interviews, sixty-two households were found inappropriate for our purposes in one way or another, twenty-three households were never reached after as many as seven call-backs at scattered hours, and eleven persons who had originally agreed to be interviewed reneged. The Kensington acceptance rate was 23 percent.

In South Philadelphia, seven useable interviews were obtained. Two were not useable because the household was not blue collar and one was not useable because the respondent had a severe speech impediment and his wife, who had already been interviewed, would have had to answer for him. Seventy-three households refused to grant interviews, fifty-two households were found inappropriate, six households were never reached and six persons reneged. The South Philadelphia acceptance rate was eight percent.

The above figures for the two neighborhoods are set forth in the following table. The most frequent reason for a household's being inappropriate was that it did not contain a living married couple (while that was a criterion); widows, widowers, those never married or those separated had to be eliminated. The second most frequent reason was that the phone had been disconnected or was a wrong number. And the last reason was because the household was not blue collar. Fourteen such households were encountered in Kensington and nine in South Philadelphia; in most of these the occupation of the head of the household fell into the clerical category.

	Kensington	South Philadelphia
Useful interviews	43	7
Unuseable interviews	4	3
Telephone refusals	135	73
Reneged	11	6
Not reached after repeated call-backs	23	6
Inappropriate	62	52

In recent times those who conduct population surveys have encountered more unwillingness on the part of the people to be interviewed. A recent inquiry into this difficulty lists four recent changes in society considered to have affected survey research.[14]

The first is the increasing urbanization of the population and the accompanying changes in life style. This means, among other things, that people are harder to find at home and that there are more working wives. It also means that there is a growing suspicion of strangers and a need or desire to avoid any unusual involvement. The suspicion factor was even more prominent for this study, because blue collar groups have been shown to be more suspicious than the population at large.[39] Another researcher, who studied two separate ethnic groups, found that when he encountered suspicion of available community resources, it was more often expressed by the Italian group. [28] In view of its much higher refusal rate, this tendency seems to be repeated again in the South Philadelphia Italian neighborhood used for this study.

The most frequently expressed reasons for refusal were "no time" and "not interested." In Kensington 20 percent of the refusals were "no time" and 25 percent were "not interested"; in South Philadelphia these figures were 24 and 21 respectively. Although these two reasons may be convenient coverups for deeper reasons, they may be indications of suspicion and fear of involvement. Five percent of the refusals in Kensington and 8 percent in South Philadelphia were from persons who said they had no problems, they wanted to keep their problems to themselves or they didn't want to get involved. Seven percent in Kensington and 11 percent in South Philadelphia hung up during the telephone call. And 4 percent in Kensington and 3 percent in South Philadelphia refused when they were told the interview would be conducted in their home. In addition, in Kensington, 1 percent said they

didn't bother with the neighbors and another 1 percent said they were not well enough informed to help us out.

The second reason given for the growing reluctance to participate in surveys is the rising concern with invasion of privacy and fear of lack of confidentiality. Only one refusal, in Kensington, gave this as the reason. One of the interviewed respondents, however, opened the interview with "This doesn't have anything to do with Communism, does it?" and had to be reassured time and time again throughout the interview that answers would be kept confidential. Several other respondents were also concerned about confidentiality, but the fear seemed to be expressed most often by those who were being interviewed rather than be those giving it as a reason for refusing to be interviewed.

The third reason for refusals by society at large is that such refusals are used as a form of protest against some part or all of established society. Such a reason could not be identified in refusals in the present study.

The fourth reason thought to lower the acceptance rate for survey research is a growing feeling that research does not play a substantive role in solving the problems of the day. Two percent in Kensington refused because they were tired of surveys and 1 percent in South Philadelphia refused because the interview wouldn't help them. The investigators admittedly had a problem here. When the telephone call was made it was explained that we were interested in everyday problems an individual might have had and how he might go about getting answers to these problems. It was not possible to demonstrate to potential and actual respondents that they would derive some immediate useful benefits as a result of the time they gave us. The most that could be offered was a $5.00 stipend for each completed interview.

Some interviews may have been lost due to the vague sounding nature of the study.

The most common reason for refusal in the present study, after "no time" and "not interested," was that there was an illness or recent death in the family. It occurred 15 percent of the time in Kensington and 13 percent in South Philadelphia; it was the third most common refusal. "No reason" was given by 14 percent of the Kensington individuals and by 10 percent of those in South Philadelphia.

The project investigators and advisor were responsible for the bulk of the pretesting and instrument development. Eight college students were hired when the regular interviewing began in mid-April. The sex of interviewer and respondent was always matched.

Interviewers were given four hours of training, including an orientation session and role-playing with one of the investigators.

Since our two geographic areas were very concentrated it was expected that word of the study would get around among the residents. Only two instances of this got back to the investigators. One person refused because a friend who had been interviewed thought the questions were too personal and another accepted because she had two relatives who had both been previously interviewed for the study and had heard that their experiences were satisfactory.

Although interviewers, when interviewing couples, attempted to conduct two simultaneous interviews in separate rooms, ideal conditions were sometimes unobtainable. In one household, the woman was interviewed at the kitchen table around which there was a constant milling of children who asked questions about the questions, and whose very close friend sat right beside her empathizing the entire time. In the same household, the man very pointedly watched television all the while the questions were asked of him. One

interview was conducted in the truck of a building contractor while he rode around making business calls. Another interviewing team was fed veal scallopini and baked fish during the interview.

All respondents were required to be white. While the blue collar segments of the population are still largely white ethnics, blacks are gaining entry into more and more blue collar jobs due in large part to hiring quota plans such as The Philadelphia Plan. On the basis of the literature, the investigators felt that there are still more dissimilarities than similarities between white and black blue collar adults. Therefore the tracts chosen for study were selected in part because they contained only a small porportion of black residents; and no black respondents were encountered in the study, even though they were not systematically culled out of the sample.

Data Processing

In 1970 a software package, Statistical Package for the Social Sciences (SPSS), was published for the "social science community in order to simplify the the process of data analysis so that the social science researcher himself could gain control over the day-to-day manipulation and analysis of his data."[15] It is written in Fortran IV, which requires little computer expertise on the part of the researcher and emphasizes those statistical procedures most often used in social science research. SPSS programs were used for computer manipulation of the data.

The major means of input for SPSS is punched cards. Therefore all the written data from the twenty-six pages of each interview had to be coded numerically for the punched card format. Thirty three separate coding

schemes were developed for various parts of the interview. Ten punched cards were needed to store all the data from one interview. The amount of stored data was massive. Four hundred five variables, some with as many as 129 different values, were manipulated.

Coding took an average of two hours per interview. The four coders, three of whom had also been interviewers for the project, received four hours training and each coded interview was checked by a master coder. Coders were not allowed to code their own interviews.

FINDINGS

The interview had four major sections. The first was designed to gather data on the full range of an individual's problems or questions related to his daily living. Few limits were attached to the range of problems/questions that would be acceptable. Virtually any concern, desire, or interest that could be specified was legitimate. Very general statements of feeling or want, such as "I want more money" or "My husband is unhappy" were either probed until more specific problems/questions emerged, or were not accepted.

The second section was designed to pursue, through the critical-incidence technique, the problem/question that the respondent identified as "most important." Details of information seeking, information use and resolution of the problem/question were probed in 12 pages of the interview schedule.

The third section sought data on general information seeking behavior, concentrating on media use, with special emphasis on the labor union as an information channel or source.

In the fourth section, personal data were gathered: standard demographic variables, opinion leadership, national affiliation and community activism.

In the following pages data from the study are presented in narrative form and analyzed. Inasmuch as the study is a pilot study, with a small sample, many of the findings are necessarily tentative. In addition, -- again, due to the smallness of the sample -- many data that would be interesting in a similar study of a larger probability sample turn out to have no strength. This is ordinarily because the range of possible values within a given variable is so great that only weak patterns of

response emerge.

The discussions that follow, then, dwell on those data that are most interesting. In a number of instances the data from this study are compared with other studies. Comparison is particularly appropriate in the case of the Baltimore investigation which provided the basic instrument, from which the one used for the present study evolved. [125] However, while the Baltimore study does contain data on the blue collar group, that study's aim was to investigate a total-population sample. Therefore, it necessarily contains relatively irregular analysis of and exposition on its blue collar subsample.

The fifty respondents were comprised of 21 men and 29 women. Forty-three of the sample live in Kensington; 7 live in South Philadelphia.

Problems/Questions in General

The average number of questions/problems expressed, per respondent, was 6.4. The respondents averaged 1 unaided problem/question and 5.4 aided problems/questions. There were more than five times as many aided as unaided responses.

In the Baltimore study, the blue collar subgroup cited an average of .7 unaided and 4.3 aided problems/questions. [125] In a replication of that study, a blue collar subsample in Syracuse cited an average of 2.2 unaided and 6.2 aided problems/questions. [41] It is clear upon viewing the data of Baltimore, Syracuse/Elmira and the present (Philadelphia) studies, that considerable variation has been observed in the number of problems/questions cited by the same occupational group in the four cities. On its face, this variation may be a reflection of <u>true</u> variation in the number of problems/questions that members of the samples <u>can</u> cite, from city to city. At this point, such an assertion is merely speculation. An equally

plausible conjecture is that interviewing techniques varied in the three studies, and that this influenced the number of problems/questions respondents cited. More specifically, it was noticed during the pretest stage of the present study that a more relaxed (and necessarily longer) interview was likely to result in more problems/questions being mentioned by the respondent.

Another methodological explanation of the different findings can be advanced: the techniques of coding responses. It was the responsibility of coders to separate a complex problem/question into as many simple problems/questions as it contained. It is certain that coders vary in their results on this task; it is quite possible, too, that there is variation on a larger scale — that is, from study to study.

At the very outset, then, there are some misgivings about the instrument being employed. Admittedly, "information need" is a nebulous concept, perhaps even an artificial one. And, while it appears that the instrument used in the present study and in the Baltimore and Syracuse/Elmira investigations does have a certain amount of face value, it appears likely that the instrument is subject to considerable variability in its application and that, therefore, the data it generates lack some consistency. This likelihood suggests that further methodological development is warranted; that, even though the instrument used in the Baltimore, Syracuse/Elmira and Philadelphia studies represents a significant development in investigating information needs and information seeking behavior, improvement of methodology is needed.

The Baltimore study found that the number of problems/questions cited by blue collar workers (4.33) was slightly less than the average (4.59). If such were the pattern in Philadelphia, we would expect the average number of problems/questions cited by a sample of the total population to be slightly more than 6.4.

All problems/questions were classified under nineteen broad categories, and were further classified under specific subjects within those topics. The nineteen broad categories are:

Neighborhood
Consumer
Housing
Housekeeping and Household Maintenance
Employment
Education and School
Social Benefits
Home and Family
Health
Transportation
Recreation and Free Time
Birth Control and Family Size
Financial
Relationship with Spouse
Racial Problems
Discrimination: Sex and Other (Non- racial)
Legal
Crime and Safety
Miscellaneous

As in almost any classification scheme there are overlaps. In this case, there are many. For instance, Financial and Legal concerns overlap with several other categories, such as Consumer and Housing. Understanding this limitation, the categories containing the most problems/questions mentioned by respondents are ranked below. The categories that are not listed contained fewer than 10 problems/questions.

Category	Number of Problems/Questions Mentioned
Neighborhood	58
Consumer	31
Health	25
Crime and Safety	22
Employment	21
Education & School	19
Recreation & Free Time	19

(continued on next page)

Category	Number of Problems/Questions Mentioned
Financial	17
Housing	16
Social Benefits	15
Home and Family	12
Racial Problems	12
Transportation	10
Housekeeping and Household Maintenance	10

The rankings of the categories above are remarkably similar to the results of the Baltimore study. Among the total population sample in Baltimore it was found that the first three ranking concerns expressed were Neighborhood, Consumer, and Housing and Household Maintenance. Adding our category of Housing to Housekeeping and Household Maintenance, the present study reveals an identical finding. Of the seven problems/questions most frequently mentioned in the present study, (again adding Housing to Housekeeping and Household Maintenance) all but one -- Health -- appears among the six most frequently mentioned problems/questions in the Baltimore study.

(In this instance and in many following instances, data for the blue collar subsample in the Baltimore study were not available. When that was the case, we compared our data with data for the total population sample of Baltimore, in order to put the blue collar adult into some sociological perspective.)

Within the broad categories, specific subjects were mentioned with varying frequency by the respondents. By far the greatest specific concerns were

Abandoned Areas	23
Children in the Neighborhood	14
Complaints about Maladies	11
Making Ends Meet	10

All other specific subjects were mentioned fewer than 10 times.

Especially interesting for this study was the way in which the respondents stated their problems/questions. As in the Blatimore study, responses were coded into three types: complaint, need for information or advice, or need for help. It was possible for a respondent's statement of a given problem/question to be coded into more than one of these types. The following table compares the blue collar findings for the current study (Philadelphia) with the Baltimore and Syracuse/Elmira studies.

	Complaint	Need for information/advice	Need for help
Philadelphia	85%	17%	17%
Baltimore	87%	20%	13%
Syracuse	96%	32%	63%
Elmira	100%	25%	70%

The figures are quite similar for the Baltimore and Philadelphia studies. The striking differences in the Syracuse/Elmira data are attributed by those investigators to problems inherent in coding responses as either complaint, need for information/advice or need for help. In the Baltimore study it was found that the total sample and the blue collar subsample expressed their problems/questions in much the same ways, proportionately, except that the blue collar group expressed their problems/questions as needs for information/advice or help slightly less often than the total sample. We might hypothesize that in Philadelphia, too, this would be the case.

"Most Important" Problem/Question and the Search for Help or Information

Forty-nine respondents mentioned at least one problem/question. Each of them identified one of their problems/questions as "most important." The following table presents the categories of the five "most important" problems/questions in rank order, for the Philadelphia and Baltimore studies.

Philadelphia	Baltimore
Neighborhood	Public Assistance (i.e., Benefits)
Home and Family	Crime and Safety
Benefits	Legal Problems
Health	Housing and Household Maintenance
Financial matters	Employment

Whereas the total number of problems/questions cited by the general population sample in Baltimore and the blue collar sample in Philadelphia fall into similar categories, the problems/questions cited as "most important" by the two samples are quite different.

By and large, the respondents had been harboring their "most important" problems/questions for a long time. The median length of time since the problem/question first came up was approximately 82 weeks. While the time ranged from less than a week to three years or more, the preponderance of concerns was non-crisis and long-term in nature -- for example, a deteriorating neighborhood, bad health, job insecurity and crime. A need expressed tended not to have arisen within recent days, and its solution did not often require instantaneous information or action. This may be an artifact of the instrument. Perhaps those problems/questions that arose quickly and required immediate information or action either (1) were disposed of prior to the moment of interview and therefore no longer a problem/question, or (2) resolved themselves into longer term concerns. This speculation may appear very obvious; yet it may explain the preponderance of long-term, non-crisis concerns in this study; and it so should also suggest that there is a natural (probabilistic) tendency not to register short-term crisis needs.

Forty percent of the respondents indicated that they had not tried to get any information from anyone on their most important problem/question within the past two weeks. Of that number 44% said that, while they had not tried to

get information, they could specify at least one person or place where they thought such information would be available.

The expressed reasons for not seeking information covered a fair range. In rank order, they were:

Not enough interest to pursue the matter further	3
Barriers to information	2
Information is not needed	2
Situation is "hopeless"	1
Is waiting for a better time	1
Is satisfied now	1
Is afraid of taking action	1
Other	1

No pattern emerges here. In addition, the small number of responses to the question weakens its impact. What is apparent, though, is that the de-motivating factors are numerous and varied; and that we cannot make simple assumptions about the factors that motivate information seeking in the blue collar adult.

Of the respondents who said they had made personal contacts to seek information about their most important problem within the past two weeks, the median number of contacts made falls around 2; the range was from 1 to 9 or more. In the Baltimore study, the mean number of personal contacts was 1.4.

The sources contacted were male 68% of the time, personally known 48% of the time and, if known, were a friend, relative or neighbor 73% of the time. It was originally expected that the number of personally known contacts would far outweigh the number of personally unknown contacts. However, the findings show an approximately 50-50 split. In the Baltimore study, only 33% of the blue collar worker's contacts were known personally. Of the personally known contacts, the very close friendship/family network turns out to be also

the most frequently accessed information channel. This is consistent with the Baltimore findings for blue collar workers.

Interestingly, the sources contacted were in white collar occupations 69% of the time and in blue collar occupations only 17% of the time. It seems that, even when turning to personally known contacts for information, the blue collar adult turns to those knowns who are in white collar jobs. (Similar findings occurred in the Baltimore study.)

The majority of personal contacts actually gave the respondent information, advice, counsel or opinion (as opposed to concrete help or referral to another agency).

Thirty-eight % of the respondents acted as a result of the information or help they received from the contact(s) they made. Of these, 58% followed the suggestion of the contact. Forty-two % did not; instead, they decided to seek additional help, they discussed the topic with others, they continued as they had before, or something else. Among those who said they had done nothing as a result of the contact(s) the largest plurality indicated they did not because they were now satisfied with the resolution of their problem/question.

The contacts were described as very helpful or helpful in 51% of the cases, and as not helpful in 42% of the cases. Approximately 2/3 of the contacts were made in person, 1/3 by phone, and none by letter. Sixty percent of the contacts were trusted enough for the respondent to claim that he would refer a friend with a similar concern to that source; 25% were not so trusted.

Television and newspapers were used about equally as a source of information related to the respondents' most important problems/questions. Next in frequency of use came "other," magazines, radio, and books. The interview schedule included a specific question on the use of the library as a channel (as opposed to a source) of information. None of the respondents claimed to have

used the public library. (In the Baltimore study, the total population sample claimed to have used the media as sources of help or information, in the following order, from most-used to least-used: newspapers, television, magazines, radio, books, libraries.)

Television, radio and newspapers were used more often for their discussion of a problem/question rather than for actual advice, help, information, or for referral to a source of advice, help or information.

On television, the news and commentary shows predominated as the specific sources of information. To a lesser extent, this was true of radio, too. The major part of newspapers that was used was the news article.

Magazine and book use occurred so infrequently that many of their simple tabluations have little meaning.

Slightly more respondents found their media sources helpful than not helpful. However, the sample is not large enough to indicate differing patterns of helpfulness among the several media.

Substantially more people trusted than distrusted the media as information sources with the exception of radio, where the respondents were evenly divided between trust and distrust.

Somewhat fewer than half the respondents took any kind of action as a result of their exposure to information through the media.

Of all contacts, personal or media, the personal contacts were valued over any other kind of contact, 3 to 1.

Thirty four of the respondents were not satisfied with the solution to their problems/questions. Of those, 18 are still at work on their concern. The respondents were about equally divided among those who said their concern is hopeless, those who said they would do something about it if they only knew what to do, those who claim they are going to make

further contacts to seek information, those who claim they are going to make further contacts to seek help, and those who are going to "wait and see." None of the respondents planned to utilize the media for further information. (This is likely due to a fact that was revealed in the course of many interviews: rarely was seeking help or information through the media a planned activity.)

Gregariousness; Leadership; the Union

The first question in section III of the interview schedule purports to be a measure of the respondent's general gregariousness, irrespective of any problem/question. The findings indicate that respondents tended to divide their conversations within the past week almost equally among relatives and in-laws, present neighbors, friends and other personal acquaintances, and "other" (for instance, shopkeepers, merchants, salespeople and others.) Conversations with co-workers were mentioned less often; this is accounted for by the fact that many of the respondents were not working (i.e., full-time housekeepers or retired) and the category was thus not applicable. Calculating from grouped data, the mean number of conversations, per person, within the past week was approximately 30.

The next question sought some indication of opinion leadership, through asking the numer of times the respondent had been asked for information or advice in the past week. The mean number of times asked was 4.8. The mode fell between 4 and 6. Eleven persons were never asked, and 11 were asked 10 times or more.

The third question in this section represented another attempt to determine various levels of personal activity, inasmuch as other studies have indicated that information-seeking activity can be consistently predicted on the basis of the number of community activities.[16] The range of memberships in organizations ran from 0 to 6. The mean was 1.7. Slightly less than 1/3

of the respondents said they belonged to no organizations. About the same number belong to 1. The first three organizations that the respondent mentioned were tallied. The results showed that memberships were held most frequently in church, trade, social/fraternal, recreation/sports/cultural, and school organizations, in that order. Neighborhood and community, public affairs and other social service organizations were mentioned far less frequently.

The last set of questions in section III were designed to determine the importance of the union in the information environment of the sample. These questions constitute a major departure from the Baltimore study interview schedule. Sixty-two % of the respondents said that there was at least one member of a union in the household. Of those, a remarkable 84% indicated that the union was a source of information for the respondent. Regular newspapers or newsletters was the most frequently mentioned channel; it was mentioned almost as often as all other union channels put together. Next in rank came meetings, and then flyers and handouts, union representatives, and letters, in that order.

The kinds of information received from the union (counting only the first three described by any respondent) were predominantly union activities, job benefits, and working conditions (wages, incentives, and others). Consumer affairs, political matters and education were the only topics mentioned that were not closely job-related; and they were mentioned infrequently.

Media Use

In section IV we sought data about the respondent's exposure to the mass media.

The mean number of magazines read regularly (at least 20 minutes spent on most issues) by the total sample was slightly above 2. Women accounted for 61.8% of the readership of magazines, as reflected in the fact that 44% of the magazines named by the sample fell into the category of women's and home and garden magazines. The second most frequently mentioned category, "other," included humor, romance, television, and consumer publications. Next in frequency of mention were the categories of Reader's Digest, news and opinion, and religious. They were cited roughly equally.

Seventy-two percent of the readers of magazines said they had received something useful from the last issue of the first magazines they named. They tended to find the useful communication in feature articles, regular columns and how-to articles.

The mean number of newspapers read regularly was 2.2. The vast majority of respondents read the three major Philadelphia dailies (Bulletin, Daily News, and Inquirer), divided almost evenly. Few community, religious, national or other papers were mentioned. Fifty-eight percent of the respondents claimed they received something useful from the last issue of the first paper they mentioned. All sections of the paper were used, including food sections, editorials, personal advicecolumns, features, news, and advertisements.

A multitude of studies over the past three decades have shown that book readership is directly related to socio-economic level. Thus, it was not surprising to find that, of those answering the question on the number of whole books they had read in the last year, 60% said zero. Of all those answering, the mean number of whole books read in the last year averaged approximately 2.8. Among those having read at least one book, 68% had read a fiction book last.

The mean number of working television receivers in the respondents' households averaged 2.3. Every household had at least one receiver; 96% had UHF capabilities on at least one receiver. The average number of hours spent watching television was 3.13 on weekdays and 3.15 on weekends. Respondents were asked why they watched television. Sixty-eight percent said "entertainment only;" 21% said "information only;" and 10% said both. Forty percent said they had gotten something useful from watching television within the past week, and that was gotten from a wide variety of shows: news, interviews, specials and educational shows, and soap operas.

There was an average of 4.5 radios including car radios, per household among the sample. Respondents listened to radio an average of 3.4 hours on weekdays and 2.3 hours on weekends. Forty percent listened for entertainment only; 38% for information only; and 7% for both. Twenty-six said they had gotten something useful from radio in the past week; and they cited a wide range of shows: talk shows, interviews, news and commentary, call-in shows and hotlines, advertisements, religious and educational programs.

The data on general use of the media contain few surprises. As would be expected, based on the studies of several decades, the broadcast media -- television and radio -- are the most widely used (that is, used by the most people). Newspapers follow closely. Then there is a rather dramatic decrease in usership of magazines and books; 16 respondents claimed they read no magazines regularly, and 29 said they had not read a whole book in the past year.

The data on usefulness of the media may seem counter-intuitive. The percentage of respondents who claimed they had gotten something useful from their contacts with the media is almost the inverse of frequency of use.

The more widely used media, radio and television, were cited less frequently as sources of "useful" communication than were newspapers and magazines. Books were not mentioned as a "useful" medium, possibly because of the high incidence of fiction reading among the respondents.

Overall, the mass media are valued for their information or discussion about a topic, rather than for their referrals to other sources of help, information or advice.

Respondents' Backgrounds

In Section V data were collected on the respondent's personal characteristics. The following summary of those data provide a profile of the sample. It should be remembered that irregularities in sampling limit the extent to which these data can be generalized to the total blue collar population.

There were 3.7 related persons in the average household. 1.2 of those persons were under 18; .3 of them were over 65.

The head of the household worked most often as a craftsman, laborer or operative, in that order, or was retired.

Forty-six of the respondents were currently married; 1 was widowed, 1 was separated and 2 were never married.

Sixty percent of the sample had less than a high school degree. The mean number of years of schooling was 9.5.

Twenty-three of the respondents were currently practicing Catholics, 17 were practicing Protestants, and 10 were practicing no formal religion.

The national groups that respondents were born into were ranked as follows: mixture, "American," Irish, Italian, Polish, English, Hungarian, Lithuanian, German and other. While all respondents mentioned being born into one or more national groups only 54% claimed any current national group identity.

The fathers of the respondents were predominantly craftsmen, operatives, transport equipment operators, laborers and service workers. The majority had less than 11 years of school; about 1/4 had less than a sixth grade education.

The respondents had lived in their respective neighborhoods an average of 17.5 years. Sixty-eight percent had lived there for 20 years or more.

The average age of the respondents was 48.2. More than half were over 50.

The average household income was $12,700. More than half had incomes equal to or more than $10,000.

One question was designed to determine whether the respondent's habits of information seeking were similar to or different from those of a previous or later generation. If the respondent had no children over nine years of age, he was asked to compare his own information seeking behavior with that of his parents. If the respondent had children nine or older, he was asked to compare his own with his children's information seeking behavior.

There are obvious limits to the question. Most important, we were probing a rather complex topic in only one open-ended question; and we were collecting data only on the perceptions of the respondent, and those perceptions may or may not be a true reflection of reality.

Eighteen percent of the sample compared their information-seeking to their parents'. Seventy-six percent compared theirs to their children's.

Of the 8 respondents comparing their behavior with their parents', half thought their own information-seeking was generally more extensive, 1 thought his was less extensive, 2 saw no difference, and 1 didn't know.

Of the 37 respondents who compared their behavior with their children's, zero thought their own information seeking was more extensive, 12 thought

their own was less extensive, 11 saw no difference, 5 didn't know, and 9 made other miscellaneous comments. Six respondents gave no answer to the question.

The trend of the data indicates that, in the minds of the respondents, there seems to be an increase in information-seeking activity in the younger generations. It must be repeated, though, that these data only represent the perceptions of the respondents.

IV. CONCLUSIONS

It is reasonable to conclude from the pilot study that existing methods used to describe information needs may contain flaws that obviate consistent results. The fields of information and library science have not yet arrived at the optimum instruments for collecting data on information needs, information seeking behavior and information use. However, given these limitations, it is also reasonable to conclude that something about the information environment of the individual can be learned from the method employed in Philadelphia, Baltimore and Syracuse and Elmira. The instrument can be applied to blue collar populations with relative ease, and it does permit some differentiation among patterns of information seeking and topics of need.

From the preliminary data collected in the present pilot study and some data contained in the Baltimore and Syracuse/Elmira studies, one can posit a profile of the blue collar adult's information needs and information seeking behavior. Given the sparsity of the existing data, and the natural shortcomings of existing methods used to elicit data on the information environment of individuals, the profile presented in the following pages should be considered hypothetical and thus needing further testing and exploration.

The blue collar adult can be expected to evidence

-Slightly less than the average number of expressed problems/questions,

-Slightly less than the average inclination to state his problems/questions as a need for information, advice or help; and, inversely, a slightly greater than average inclination to state his problem/question as a complaint,

-Problems/questions roughly equivalent in kind to the general population,

-About the same number of personally unknown contacts for solution of his most important problem/question, as the average; and perhaps as many as the professional/managerial worker,

-About 50% of the time, no action on the basis of information or help he has received, primarily because he is already satisfied with solution to his problem/question,

-Human contact for solution of his problem/question made in person the vast majority of the time,

-Trust in human sources,

-Confidence in the helpfulness of human sources,

-Very much the same patterns of use of information sources as the general population: personal sources are paramount, followed by television and newspapers. Radio, magazines and books are little used as sources of information, and library use is negligible. For the blue collar worker, the union is a substantial source of information (primarily information related to the job).

-Valuing the media for their discussions of problems/questions rather than for the actual help, information or referrals they provide,

-The feeling that most of the time he has not resolved his problems/questions successfully. About one half of the time he claims to be still working on solutions to his problem/question.

-Moderate personal interaction within the last week, using the scale employed in the Baltimore study,

-Moderate membership in organizations, clubs, and other formal groups, again using the Baltimore scale,

-Television, radio and newspapers as his primary media. These are the media that contain short messages, many announcements and little instruction or prolonged treatment of topics. The media that typically contain longer, more intensive messages -- magazines and books -- are used relatively little.

-Inclination to see his children's information seeking activity as more intensive than his own.

The next logical inquiry into the information world of the blue collar adult is to determine, through survey research, the information needs and seeking behavior of a representative sample of the blue collar community in a variety of locales. If the raw data for the Baltimore study can be accessed, they may provide relevant findings for the Baltimore area.

Following upon the determination of needs and seeking behavior, it would be appropriate to undertake experimental field study or, less preferably, field demonstration of methods of delivering information related to the needs of the blue collar adult. For a number of reasons, such study or demonstration can be expected to be a frustrating experience. First, the blue collar ethos appears to be changing; it may, in fact, be difficult to characterize the blue collar adult by any one set of definitions. Second, many existing institutions that might serve as sources or channels of information today are either oriented toward the middle class (libraries, bookstores, law firms) or to people who are disadvantaged in one way or another (welfare offices, legal aid societies agencies, health clinics).

While many of such institutions are available to the blue collar adult, few are designed specifically with him in mind. Third, to the extent that he is inclined to view his needs as information needs less than the average, he will likely be less inclined to seek information actively and, thus to make use of new information services.

One of the most fruitful areas of inquiry on the subject of the blue collar adult's information environment would be the union as a source or channel of information. Through ex post facto research, we might describe the current state of the union as a transmitter of information. What kinds of information does the union provide? Which does it generate and which does it transmit? Through which channels does it transmit it? Would a union (and the channels of communication it supports) be feasible for transmittal of substantial amounts of non-job-related information that is generated elsewhere? Would non-job information be received by all the adult members of a family if it were transmitted through union channels? What would be its impact? Which kinds of information would be most appropriately transmitted by the union?

Since many a blue collar family does not contain a union member, it would be appropriate to discover alternative channe' of information for such people. It would be especially interesting to understand how the non-union blue collar worker receives the job-related information that is ordinarily supplied to his union counterpart through union channels.

The answers to the question comparing the parents' or children's information seeking habits with the respondents' own revealed that perceived information needs, information seeking behavior and information use may well vary from generation to generation. It appears that there is an emergent blue collar sector that is significantly more educated and worldly than its preceding generation. Drawing from existing studies that relate levels of education to increased information seeking, we might expect those emergent "new-blue collar" members to possess a heightened sense of information need and a more aggressive and literature-based approach to information-seeking. These traits might, in fact, be most visible among the blue collar woman, if the young blue collar woman is "liberated" from the classic blue collar behavior patterns before the young blue collar man, as Shostak intimates.[104]

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APPENDIX A
INTERVIEW SCHEDULE

INTRODUCTION

Hello. I'm _____ from Drexel University. We have an appointment to talk with Mr. _____ and Mrs. _____. (When introductions have been made, volunteer an explanation of the study:) We're trying to find out the things that are important to you: problems, questions and general needs in your daily life, and how you go about getting information about them. What we're looking for are ideas about how to help people solve their problems more easily or answer their quesions more quickly. So we're talking to a number of select families in Philadelphia in the next few weeks. What we're asking is not a test; there are no right or wrong answers.
As we said when we made the appointment, everything you say will be confidential.

SECTION I

1. I'd like you to think back over the past two weeks and tell me if you can think of an instance when you needed useful and reliable information about something. Can you think of something like that?

☐NO→ PROBES: We're interested in questions you've had on any subject.

For example, has anything come up when you've needed some help (Pause) or you've needed to know what to do (Pause) or maybe you just needed some information.

Or, have you had trouble finding out where a particular person, place or thing is located (Pause) or have you needed information about an organization, company or agency?

IF NO, GO TO Q. 2 ON PAGE 2

A. DESCRIPTION OF QUESTION OR PROBLEM: (Get a thorough description of a specific problem/question.)

_____

_____

_____

_____

_____

_____

PROBE: Can you think of anything else like that - an instance when you've found it difficult to get information to answer a question or solve a problem?

B. DESCRIPTION OF QUESTION OR PROBLEM: (Get a thorough description of a specific problem/question.)

_____

_____

_____

_____

PROBE: Anything else?

C. DESCRIPTION OF QUESTION OR PROBLEM: (Get a thorough description of a specific problem/question.)

_____

_____

_____

_____

INTERVIEWER:	IF A TOPIC WAS PREVIOUSLY MENTIONED BY THE RESPONDENT, INSERT WORDING IN PARANTHESES FOR Q. 2 - 9.

NEIGHBORHOOD

2. Let's talk for a minute (a little more) about your neighborhood. Some other people we've talked to in Philadelphia have complained about problems in their neighborhoods. Think about your own neighborhood - can you think of anything in this neighborhood that you personally have had questions or concerns about in the past two weeks (that you haven't already mentioned.)?

☐NO ⟶ Go to Q. 3

Could you tell me about it? (Get a thorough description of a specific problem/question.)

_____

_____

_____

_____

CONSUMER

3. Today people need to make every dollar go a long way. Sometimes they have questions about how to get the most for their money, what products to buy, where to buy them, or complaints about things they've bought. Have you personally had any questions about things like this in the past two weeks (that you haven't already mentioned)?

☐NO⟶Go to Q. 4

Could you tell me about it? (Get a thorough description of a specific problem/question.)

_____

_____

_____

_____

HOUSING

4. Let's talk (again) about housing. Some other people we've talked to are looking for another place to live or are trying to improve their current housing. Have you personally had any questions or concerns about housing in the past two weeks (that you haven't already mentioned)?

☐NO⟶Go to Q. 5

Could you tell me about it? (Get a thorough description of a specific problem/question.)

_____

_____

_____

_____

EMPLOYMENT

5. Now let's talk (again) about jobs. Has anything come up in the past two weeks for yourself concerning employment opportunities, on the job questions, or retirement (that you haven't already mentioned)?

☐NO⟶Go to Q. 6

Could you tell me about it? (Get a thorough description of a specific problem/question.)

_____

_____

_____

EDUCATION

6. Sometimes people are concerned about educational opportunities and materials for themselves and also about how their children are getting along in school. Have you personally had any questions or concerns about this in the past two weeks (that you haven't already mentioned)?

NO——→Go to Q. 7

Could you tell me about it? (Get a thorough description of a specific problem question.)

_____

_____

_____

_____

BENEFITS

7. You hear a ~~lot~~ nowadays about people using unemployment insurance, Medicare, student loans, social security, workmen's compensation, veteran's benefits, and other government programs. Have you personally had any questions or concerns about anything like this in the past two weeks (that you haven't already mentioned)?

NO——→Go to Q. 8

Could you tell me about it? (Get a thorough description of a specific problem/question.)

_____

_____

_____

_____

HOME AND FAMILY

8. Living in a household involves many things like child care, nutrition, budgeting and just getting along together. Have you personally had any family or homemaking questions or concerns in the past two weeks (that you haven't already mentioned)?

No——→Go to the next page

Could you tell me about it? (Get a thorough description of a specific problem/question.)

_____

_____

_____

ADDITIONAL TOPICS

We've talked about neighborhood conditions, housing, employment, getting the most for your money, educarion, benefits, and home and family. These are just a few of the things people have questions about. I have a list of other subjects that people in Philadlephia have mentioned in talking about the kinds of questions that have recently come up in their lives. I'd like to know if you've had questions in the past two weeks about any of these topics.

9. How about (each topic). Have you personally had any questions or concerns about (each topic) in the past two weeks (that you haven't already mentioned)?

Health, sickness, and emotional problems..... ☐NO
Transportation..... ☐NO
Recreation and Free Time Activities..... ☐NO
Financial Matters..... ☐NO
Birth Control and planning your family size..... ☐NO
Relationships with your (spouse)..... ☐NO
Race Relations..... ☐NO
Sexual and other kinds of discrimination..... ☐NO
Legal problems..... ☐NO
Crime and safety..... ☐NO
Anything else?..... ☐NO

FILL IN A SECTION BELOW FOR ANY TOPIC RESPONDENT SAYS HE HAS HAD QUESTIONS ABOUT. MARK "NO" TO EACH TOPIC IN THE LIST THAT RESPONDENT HAD NO QUESTIONS ABOUT.

A. Topic: _____

What were these questions or concerns? (Probe for a specific problem/ question.)

_____

_____

_____

_____

B. Topic: _____

What were these questions or concerns? (Probe for a specific problem/ question.)

_____

_____

B. Topic: _____

What were these questions or concerns? (Probe for a specific problem/ question.)

C. Topic: _____

What were these questions or concerns? (Probe for a specific problem/ question.)

D. Topic: _____

What were these question or concerns? (Probe for a specific problem/ question.)

SECTION II

You've mentioned several questions that you've had recently - (Name problems/ questions mentioned by respondent in Q. 1 - Q. 9).

A. If you had to pick one of these, which one would you say has been the most important to you: that is, the one that you have been concerned about most during the past two weeks.

(Describe problem/question) _____

---

1. How long has it been since this problem/question first came up?

_____ or _____ or _____ or _____
days # weeks # months # years

2. Have you tried to get information from anyone about this in the past two weeks?

☐ YES ——→ Go to Q. 4 in the middle of page 8
☐ NO ——→ Probe: For instance, have you talked to anybody about it or have you done anything to get an answer to this question or solution to this problem?

☐ YES ——→ Go to Q. 4 in the middle of page 8
☐ NO ——→ Ask Q. 3, top of page 8

3. A. Do you think there is anyone or anyplace who would have information about this?

☐ YES ——→ Who? (Specify) _____

_____

_____

How do you know that (person/organization mentioned above) might have this information

_____

_____

(Ask B)

☐ NO ——→ Go to page 12

B. Is there any particular reason why you haven't tried to get this information yet?

☐ YES ——→ What reason? _____

_____

_____

(Go to page 12)

☐ NO ——→ Go to page 12

4. Could you tell me how you've gone about it - that is, who have you contacted and what have you done?

_____

_____

_____

_____

_____

IF RESPONDENT MENTIONS PERSONS HE CONTACTED (INCLUDE PERSONS CONTACTED AT ORGANIZATIONS, FRIENDS, RELATIVES, CO-WORKERS, ETC.), ASK Q. 5, OTHERS GO TO Q. 6 ON PAGE 12.

5. You mentioned some contacts you made to get information about this matter. Altogether, how many people have you spoken to or contacted about this concern in the last 2 weeks?

Now I'd like to find out a little about the contacts you made. (If more than 3, say "I'm only interested in your 3 most important contacts.") Let's take the first most important person you contacted. (Ask A-J in the table for up to 3 persons contacted.)

	A		B		C	D	E
	Is this Person a male or female?		Is he/she someone you knew personally?		If Yes to B: How do you happen to know him/her? (Specify friend, relative, co-worker, family doctor, etc.)	What is his/her occupation? (Specify also not working, housewife, student, retired)	If Person Works: What kind of a place does he/she work in? (Probe for name of organization and type of industry)
	M	F	YES	NO			
1st							
2nd							
3rd							

	F	G			H	I			
	What information or suggestions did he/she give you? (Probe for specific information given or solutions recommended	Do you recall doing anything based directly on this information?			If YES to G: What was it? If NO, suggested	Was this information very helpful, helpful, or not so helpful?			
		Yes	No	Don't know		VH	H	NH	Don't know
1st									
2nd									
3rd									

J			K	L	M			
How did you contact him/her - by phone (PH), in person (P), or by letter (L)? (Check all that apply.)			How many times have you contacted him/her about this question/problem? (Record number of times)	How did you know to contact this person about your question/problem? (Probe for how respondent heard or knew that this person might be able to help.)	Do you trust this source of information enough to recommend it to a friend or relative who had a similar need?			
PH	P	L			Yes	Maybe	No	Don't know

Now I'd like to talk about some other ways you may have gotten some information about this question/problem in the last 2 weeks.

	6. TELEVISION	7. RADIO	8. NEWSPAPER
A.	Have you seen anything on a television program concerning this kind of question/problem? ☐NO ——→ Go to 7 ☐YES	Have you heard anything on the radio about this kind of question/problem? ☐NO ——→ Go to 8 ☐YES	Have you read anything in a newspaper concerning this kind of question/problem? ☐NO ——→ Go to 9 ☐YES
B	What ~~kind of~~ program was that? What station?	What ~~kind of~~ program was that? What station?	What newspaper? What kind of article?
C	What was said about this kind of question/problem?	What was said about this kind of question/problem?	What was said about this kind of question/problem?
D	Do you recall doing anything based directly on this information? What was it? If NO, why not	Do you recall doing anything based directly on this information? What was it?	Do you recall doing anything based directly on th this information? What was it?
E	Was this information: Very helpful....1 Helpful.....2 Not so helpful..3 Don't know.....4	Was this source of information: Very Helpful....1 Helpful.....2 Not so helpful..3 Don't know.....4	Was this information: Very helpful....1 Helpful?.....2 Not so helpful..3 Don't know.....4
F.	Do you trust this source of information enough to recommend it to a friend or relative who had a similar need? ☐YES ☐MAYBE ☐NO ☐DON'T KNOW	Do you trust this source of information enough to recommend it to a friend or relative who had a similar need? ☐YES ☐MAYBE ☐NO ☐DON'T KNOW	Do you trust this source of information enough to recommend it to a friend or relative who had a similar need? ☐YES ☐MAYBE ☐NO ☐DON'T KNOW

9. MAGAZINE	10. BOOKS	11. OTHER
Have you seen anything in a magazine concerning this kind of question/problem? ☐NO ⟶ Go to 10 ☐YES	Was there anything else you saw or read in a book about this kind of question/problem? ☐NO ⟶ Go to 11 ☐YES	Was there anything else th that gave you information about this kind of question problem? ☐NO ⟶ Go to 12 ☐YES
What magazine? What kind of article?	What book was it?	What was it?
What was said about this kind of question/problem?	What was said in the book?	What did it say?
Do you recall doing anything based directly on this information? What was it?	Do you recall doing anything based directly on this information? What was it?	Do you recall doing anythin based directly on this information? What was it?
Was this information: Very helpful?....1 Helpful?.....2 Not so helpful?..3 Don't know.....4	Was this information: Very helpful?....1 Helpful?.....2 Not so helpful...3 Don't know.....4	Was this information: Very helpful?....1 Helpful?.....2 Not so helpful?..3 Don't know.....4
Do you trust this source of information enough to recommend it to a friend or relative who had a similar need? ☐YES ☐MAYBE ☐NO ☐DON'T KNOW	Do you trust this source of information enough to recommend it to a friend or relative who had a similar need? ☐YES ☐MAYBE ☐NO ☐DON'T KNOW	Do you trust this source of information enough to recommend it to a friend or relative who had a similar need? ☐YES ☐MAYBE ☐NO ☐DON'T KNOW

12. Did you use a library to get any information or materials concerning this question/problem?

YES

A. Which library? Where is it located?

_____

_____

_____

C. What kind of information or materials did you get? (Specify whether books, newspapers, magazines, or other.)

_____

D. What was said in this material?

_____

E. Do you recall doing anything based directly on this information? What was it?

_____

F. Did you find this information:

Very helpful?.....1
Helpful?.....2
Not so helpful?.....3
Don't know.....4

G. In getting this information, were you assisted by a staff member?

NO.....(Go to next page).....1

YES.....2

H. Was this assistance:

Very helpful.....1
Helpful.....2
Not so helpful.....3
Don't know.....4

NO

B. Is there any particular reason why you didn't go to a library to get information?

_____

_____

_____

GO TO NEXT PAGE

INTERVIEWER - REFER BACK TO Q. 5 - 12 AND CHECK ONE:

☐ RESPONDENT USED NO SOURCES OF INFORMATION; GO TO Q. 14.

☐ RESPONDENT GOT INFORMATION FROM ONLY ONE SOURCE (E.G., FROM ONE PERSON ONLY OR FROM A MAGAZINE ONLY); GO TO Q. 14.

☐ RESPONDENT GOT INFORMATION FROM TWO OR MORE SOURCES (E.G., FROM TWO PERSONS OR FROM A PERSON AND A TV PROGRAM); ENUMERATE EACH SOURCE RESPONDENT USED IN LEAD-IN AND ASK Q. 13.

LEAD-IN

We've talked about various ways you've tried to get information-
-each person contacted from Q. 5
-television from Q. 6
-radio from Q. 7
-newspaper from Q. 8
-magazine from Q. 9
-books from Q. 10
-other materials from Q. 11
-library materials and/or staff from Q. 12

12. Which one of these things you've tried has given you the best information - that is, which one has been most helpful to you in getting an answer to this question or a solution to this problem? (Specify the source of information, i.e., the particular person spoken to or the specific newspaper article and so on.)

_____

14. In your opinion do you feel that you have gotten a satisfactory answer to your question or solution to your problem at the present time?

(go to next page)
Yes, definitely.....1
Yes, sort of.....2
No, still working on it.....3
No.....4

15. What else do you plan to do to get a satisfactory answer to your question or solution to your problem? (PROBE: Anything else?)

_____

_____

_____

_____

SECTION III

Now I would like to ask you a few questions about your day-to-day contacts with other people:

1. Please think for a moment of the people you've seen and talked to in the past week. How many people have you had conversations with in the past week who are:

   A. Relatives and in-laws not living in your household.....____

   B. Your present neighbors? Just neighbors now. I'll ask....____
      about friends and acquaintances who are not neighbors
      in the next question.

   C. Friends or personal acquaintances who are not neighbors...____

   D. People you work with? (PROBE - only the ones you had
      conversations with last week.).....____

   E. People who are not friends, relatives, neighbors, or
      co-workers - just other people you had conversations
      with.....____

2. Sometimes information and advice are exchanged often among people who know each other, and sometimes information and advice are rarely exchanged. I want you to think about yourself and the people you know outside this household.

   How many times in the past week have you been asked for information or advice on:

   A. Things that go on in the neighborhood? ____

   B. Local politics in Philadelphia? ____

   C. Where to buy things? ____

   D. Financial matters, such as loans, banking, taxes, insurance or investments? ____

   E. Health problems? ____

   F. Other things? (Specify) _____ ____

      _____ ____

      _____ ____

3. A. Are you an active member of any organizations, clubs, or other groups? These might include church or church groups, unions, professional associations, school organizations, bowling teams, neighborhood groups, and so on.

☐ NO ——→ Go to Q. 3 B
☐ YES —— Would you please give me the names of these groups? (List names below)

_____

_____

_____

_____

_____

_____

IF RESPONDENT IS NOT A UNION MEMBER, ASK 3 B. IF RESPONDENT IS A UNION MEMBER, ASK 3 C USING LEAD-IN: "YOU MENTIONED YOU WERE A MEMBER OF A UNION."

3. B. Is any member of this household a member of a union?

☐ YES. PROBE ——→ Which union? _____ Ask 3 C.

☐ NO. Go to section IV on 19

3. C. Does this union keep you informed in any way?

☐ YES. How does the union keep you informed? PROBE ——→ By meetings, newspapers, flyers, union representatives, hiring halls or other ways? _____

_____

_____

What sorts of things do they tell you? (Include all mentions of specific information or help obtained in each specific source used.)

_____

_____

_____

☐ NO. PROBE ——→ Did you ever get any information from this union on rights and benefits (Pause) working conditions (Pause) or even things not related to work?

☐ YES. (Include all mentions of specific information obtained.)

How did you get this information from the union? PROBE——→By meetings, newspapers, flyers, union representatives, hiring halls or other ways?

☐ NO

SECTION IV

Next I'd like to ask you some questions about other ways people sometimes get information such as reading magazines and newspapers, and so on.

1. A. Are there any magazines that you read regularly (that is, spend 20 minutes or more with most issues)?

☐NO——→Go to Q. 2
☐YES——→Which ones? (List names below)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

B. Think about the last issue of _____ you read.
(magazine mentioned 1st above)

Aside from any news, did you get anything helpful from it?

☐YES. PROBE——→What was it? What specific part of the magazine did you see that in?

Information	Part of Magazine
_____	_____
_____	_____
_____	_____

☐NO——→Ask Q. 2

2. A. Are there any newspapers that you read regularly (that is, spend 10 minutes or more with most issues)?

☐NO——→Go to Q. 3
☐YES——→Which ones? (PROBE also for neighborhood, church or community newspapers).

1. _____
2. _____

3. _____

4. _____

5. _____

6. _____

B. Think about the last issue of _____ you read.
(newspaper mentioned 1st above)

Aside from any news, did you get anything helpful from it?

☐YES. Probe——→What was it? What specific part of the newspaper did you see that in?

Information	Pt. of newspaper
_____	_____
_____	_____
_____	_____

☐NO.——→Go to Q. 3

3. Have you read any whole books in the last year?

☐YES. Probe——→How many?_____. Can you tell me the name of the last one you read? _____

☐NO.——→Go to Q. 4

4. A. Do you have any television sets in working order?

☐YES. How many? _____

☐NO——→Go to Q. 5

B. IF YES: Is any set equipped to receive UHF broadcasts, that is, channels 14 to 83?

YES.....1
NO.....2

C. How many hours in an average weekday would you say you watch TV?_____

D. How many hours in an average weekend day would you say you watch TV? _____

E. Everybody seems to get something different from watching TV. Would you say you watch TV for:

☐entertainment, mostly (Go on to Q. 5)

☐information, mostly (Ask 4F)

F. Aside from any news, did you get anything helpful from TV in the past two weeks?

☐YES. PROBE——→What was it? What specific show did you see that on?

Information	Show
_____	_____
_____	_____
_____	_____

☐NO

5. A. Do you have any radios? Include your car radios.

☐YES. How many?_____

☐NO——→Go to Q. 5C

B. IF YES: How many hours in an average weekday would you say you are involved with radio?_____

How many hours in an average weekend day would you say you are involved with radio?_____

C. Everybody seems to get something different from listening to the radio. Would you say you listen to the radio for:

☐entertainment, mostly (Go on to the next section)

☐information, mostly (Ask 5D)

D. Aside from any news, did you get anything helpful from radio in the past two weeks?

☐YES. PROBE——→What was it? What specific show did you hear that on?

Information	Show
_____	_____
_____	_____

☐NO

SECTION V

We need to get some background information about all the people we're interviewing. I'd like to ask you a few questions about yourself and your family.

1. A. How many members of your family are living here including yourself? (Include only person related to respondent.)

_____ (If only one member, go to Q. 2 on page 23)

B. Are there any children under 18 in your family who are living here with you? (Include respondent's children and children related to respondent)

C. Are there any persons 65 or older in your family living here with you? (Exclude respondent)

☐YES. How many?_____

☐NO

D. Who do you consider the head of this family?

(Go to Q.2 on page 23)

Respondent.....1
Respondent's spouse.....2
Shared with spouse.....3
Respondent's mother or father.....4
Respondent's brother or sister.....5
Other related to respondent.....6

_____

E. What is his/her primary occupation? (PROBE for job titles. If not working, retired, student, or housekeeper, specify and go to Q. 2 on page 23.)

_____

_____

F. IF WORKING: What kind of work does he/she do? (PROBE for specific kind of work, for example: What are his/her most important duties?)

_____

_____

G. IF WORKING: What kind of place does he/she work in? (PROBE for type of industry.)

_____

_____

2. A. What is your occupation? (PROBE for job titles. If not working, retired, student, or housekeeper, specify and go to Q. 3)

_____

_____

B. IF WORKING: What kind of work do you do? (PROBE for specific kind of work, for example: What are your most important duties?)

_____

_____

C. IF WORKING: What kind of place do you work in? (PROBE for type of industry.)

_____

_____

3. Are you married, widowed, divorced, separated or have you never been married?

☐Married
☐Widowed
☐Divorced
☐Separated
☐Never been married

4. What was the highest grade in school you completed? (Circle "12" for a GED or high school equivalency degree.)

Elementary: 1 2 3 4 5 6 7 8
High School: 9 10 11 12
College: 13 14 15 16
Post Graduate: 17+

5. What particular religious group are you part of now, if any?_____

Into what particular religious group were you born?_____

6. Into what particular nationality group were you born?_____

Do you identify with that particular nationality group?

☐YES
☐NO
☐CAN'T SAY

7. What was the primary occupationand highest grade in school completed by your parents?

	OCCUPATION	SCHOOLING
Your father	_____	_____
Your mother	_____	_____

8. (If Respondent has children) 9 or older How do the ways in which your children search out answers to the sorts of things we have been talking about differ from or resemble your ways?

9. (If Respondent does not have children) 9 or older How do the ways in which you search out answers to the sorts of things we have been talking about differ from or resemble your parents' ways?

10. How long have you lived in this neighborhood? _____ # months or _____ # years

11. What is your date of birth? _____ month _____ day _____ year

12. I need to know approximately your annual family income before taxes. (Show income card) In which of these broad groups does your total family income from all sources fall. Just give me the letter on the left. Be sure to include your own income as well as income of members of your family who live with you.

If respondent gives wages based on a weekly, monthly, or other time period which is not annual and has no other source of family income record gross wages and time period below:

$_____ per _____
round to nearest dollar — time period

A. Under $2,000.....1
B. $2,000 - $3,999.....2
C. $4,000 - $5,999.....3
D. $6,000 - $7,999.....4
E. $8,000 - $9,999.....5
F. $10,000 - $14,999.....6
G. $15,000 - $19,000.....7
H. $20,000 and over.....8
I. Don't know.....9

13. Is there a telephone number where you can be reached in case I need to check anything on this questionnaire with you?

Telephone number _____

INTERVIEWER COMPLETE AFTER INTERVIEW:

14. Sex ☐ Male ☐ Female

(INTERVIEWER: Record here anything that appeared to be unusual about this interview that might impinge on our topic.)

APPENDIX B
TABULATIONS OF THE SURVEY DATA

Section I. Problem Statements of Problems/Questions

	Frequency	Percent of Total
Unaided	50	15.7
Aided	269	84.3

A. Tabulation of Unaided Problems/Questions

33 individuals, out of 50, had at least 1 unaided problem. The 33 individuals cited a total of 50 unaided problems.

Problem/Question Categories	Frequency	Percent of Total
Neighborhood	12	24
Health	7	14
Housing/housekeeping	5	10
Other	5	10
Consumer	4	8
Benefits	4	8
Financial matters	4	8
Employment	2	4
Transportation	2	4
Relationships with spouse	2	4
Crime and safety	2	4
Recreation	1	2
	50	

Breakdown of Problem/Question Categories

Abandoned areas	6	12
Health insurance	4	8
Individual neighbors	2	4
City services	2	4
Product information	2	4

Housing loans	2	4
House repairs	2	4
Unemployment compensation	2	4
Investments	2	4
Lax law enforcement	2	4
Names and addresses	2	4
Political efficacy	2	4
Animals	1	2
Neighborhood establishments	1	2
Product repair and service	1	2
Food	1	2
Housekeeping	1	2
Finding a job	1	2
Present job	1	2
Union benefits	1	2
Other benefits	1	2
Inadequacy of health care	1	2
Health information	1	2
Maladies	1	2
Automobile insurance	1	2
Public transportation	1	2
Recreation	1	2
Properties	1	2
Other financial matters	1	2
Relations with spouse	1	2
Communication with spouse	1	2
Other miscellaneous	1	2

B. Was an unaided problem/question identified by the respondent as his most important problem/question?

Yes 15
No 18

C. If yes, was it the respondent's 1st, 2nd or 3rd mentioned unaided problem?

1st 14

Did respondent have more than 1 unaided problem/question? Yes 3
No 11

2nd 1
3rd 0

D. Tabulation of aided problems/questions.

Problem/Question Categories	Frequency	Percent
Neighborhood	55	20.4
Housing	27	10.0
Consumer	26	09.7
Education	21	07.8
Home and family	20	07.4
Employment	18	06.7
Health	16	05.9
Crime and safety	16	05.9
Recreation	15	05.6
Benefits	12	04.5
Transportation	9	03.3
Race relations	8	03.0
Financial matters	6	02.2
Birth control	5	01.9
Legal	5	01.9
Anything else	5	01.9
Discrimination	3	01.1
Relationships with spouse	2	00.7
	269	

E. Tabulation of all Problem/Questions: Breakdown of Categories

Categories	Frequency	Percent of Total
Abandoned areas	23	7.2
Neighborhood children	14	4.4
Maladies	11	3.4
Making ends meet	10	3.1
House repairs	8	2.5
Individual neighbors	7	2.2
Other neighborhood problems	7	2.2
Product quality	7	2.2
Prices high	7	2.2
Wishful thinking: moving	7	2.2
Employment barriers	7	2.2
Recreation for children	7	2.2
Specific crimes	7	2.2
City services	6	1.9
Neighborhood establishments	6	1.9
Present job	6	1.9
Educational system	6	1.9
Family members' well being	6	1.9
General fear	6	1.9
Food	5	1.6
Unemployment compensation	5	1.6
Racial tensions	5	1.6
Product information	4	1.3
Looking for job	4	1.3
Education financial aid	4	1.3

Health insurance	4	1.3
Recreation for all ages	4	1.3
Lax law enforcement	4	1.3
Streets and traffic	3	0.9
Dishonest sales techniques	3	0.9
Barriers to new housing	3	0.9
Complaints over housing costs	3	0.9
Keeping children in school	3	0.9
Social security	3	0.9
Mental health	3	0.9
Other transportation	3	0.9
Recreation information	3	0.9
Other financial matters	3	0.9
Other birth control	3	0.9
Nonwhites get too much	3	0.9
Other crime and safety	3	0.9
Housing loans	2	0.6
Want different job	2	0.6
Education information	2	0.6
Parent-student-teacher relations	2	0.6
Medical assistance	2	0.6
Union benefits	2	0.6
Other benefits	2	0.6
Well being of children	2	0.6
Relationships within family	2	0.6
Understanding among family members	2	0.6
Health care costs	2	0.6
Inadequacy of health care	2	0.6

Inadequacy of bus service	2	0.6
Auto insurance	2	0.6
Recreation costs	2	0.6
Playground supervision	2	0.6
Investments	2	0.6
Birth control information	2	0.6
Communication with spouse	2	0.6
Nonwhites moving in	2	0.6
Age discrimination	2	0.6
Legal contracts	2	0.6
Other legal problems	2	0.6
Drug traffic	2	0.6
Names and addresses	2	0.6
Political efficacy	2	0.6
Other miscellaneous	2	0.6
Animals	1	0.3
Rats	1	0.3
Product unavailability	1	0.3
Quality of product repair or service	1	0.3
Unavailability product repair or service	1	0.3
Information about city services	1	0.3
Other consumer	1	0.3
Seeking housing	1	0.3
Utilities service	1	0.3
Housekeeping	1	0.3
Summer jobs	1	0.3
Retirement information	1	0.3

Adult education	1	0.3
Other education	1	0.3
Veteran's benefits	1	0.3
Alcoholism	1	0.3
Drugs	1	0.3
Health information	1	0.3
Fear of public transportation	1	0.3
Road maintenance	1	0.3
Information on public transportation	1	0.3
Other recreation	1	0.3
Properties	1	0.3
Relations with spouse	1	0.3
Understanding spouse	1	0.3
Discrimination in reverse	1	0.3
Other race relations	1	0.3
Other discrimination	1	0.3
Current events	1	0.3

F. Was Problem/question stated as a complaint?

Yes	271	85.0
No	48	15.0
	319	100.0

G. Was Problem/question stated as a need for information/advice?

Yes	54	16.9
No	265	83.1
	319	100.0

H. Was the problem/question stated as a need for help, action or service?

Yes	55	17.3
No, respondent has already resolved the problem/question.	74	23.2
No, the respondent sees no likely resolution of the problem/question.	190	59.6
	319	100.1

Section II

A. The Respondent's Most Important Problem/Question

Problem/Question Category	Frequency	Percent of total
Neighborhood	12	24
Home and family	5	10
Benefits	4	8
Health	4	8
Financial matters	4	8
Employment	3	6
Education	3	6
Recreation	3	6
Consumer	2	4
Housing & household maintneance	2	4
Crime & safety	2	4
Transportation	1	2
Relationships with spouse	1	2
Discrimination	1	2
Legal	1	2
Names & addresses	1	2
	49	98
	(One man didn't state any problems)	

(Two categories didn't appear at all: Birth control; Sex and other discrimination.)

1. How long has it been since this problem/question first came up?

Length of time	Frequency	Percent of total	Rank
1 week	2	4	7
2 weeks	5	10	5
4 weeks	4	8	6
3 months	7	14	3.5
6 months	1	2	8
one year	7	14	3.5
3 years	11	22	2
over 3 years	12	24	1
	49	98	

Median: About 82 weeks.

2. Have you tried to get information from anyone about this in the past two weeks?

Yes: 29
No: 20
No answer: 1

3. A. If No, do you think there is anyone or anyplace who would have information about this?

Yes: 12
No: 8
No answer: 1.

Occupation of hypothetical sources.

Physician etc.	1
Social service	1
Other professional	2
Politicians	2
Other mgrs. and adms.	2
Protection service	1
No answer	3
	12

Affiliation of hypothetical sources.

Public school system	1
Police dept.	1
City hall	2
Political groups	1
Library system	1
Private doctor	1
Banks, etc.	1
Industrial orgs.	1
Media	1
No answer	2
	12

Reason for selection of hypothetical source.

Known expert	1
Professional	1
Previously used commercial service	2
Logical place	3
Personal source	1
Found on initiative	1
I don't know	1
No answer	2
	12

Three of the 11 Yes respondents specified personal knowledge of a hypothetical source: from a professional contact (1), from a work contact (1), and from a commercial contact (1).

3. B. Is there any particular reason why you haven't tried to get this information yet?

Yes: 12
No: 1

Reason for not getting the information		Percent of total
Situation hopeless	1	8.3
Lack of interest	3	25.0
Awaiting better time	1	8.3
Satisfied now	1	8.3
Fears taking action	1	8.3
Information barriers	2	16.7
Information not needed	2	16.7
Other	1	8.3
	12	100.0

(4. Not tabulated.)

5. Contacts made to get information about most important problem/question.

Number of Contacts	Frequency Cited	Frequency as % of total
0	23	46.0
1	11	22.0
2	4	8.0
3	5	10.0
4	1	2.0
8	1	2.0
9 or more	5	10.0

Mean number of sources contacted: 1.82

Median: 0.68

A. Male or Female

	1st Contact		2nd Contact		3rd Contact		Total	
M	19	70.4%	11	73.3%	6	54.5%	36	67.9%
F	8	29.6%	4	26.7%	5	45.5%	17	32.1%

B. Known Personally

YES	13	50.0%	6	40.0%	6	54.4%	25	48.1%
NO	13	50.0%	9	60.0%	5	45.4%	27	51.9%

C. If Yes: How does respondent happen to know contact?

Neighbor	4	Coworker	2	Coworker	2	Neighbor	7	28%
Friend	3	Relative	2	Neighbor	2	Relative	6	24%
Relative	3	Neighbor	1	Relative	1	Coworker	5	20%
Coworker	1	Friend	1/6	Other	1/6	Friend	4	16%
Personal						Other	2	8%
Professional	1					Personal		
Other	1/13					Professional	1/25	4% 100%

D. Occupation

Politicians	4	Sales Workers	2	Lawyers & Judges	1	Politicians	f 6	% 12.5
Sales workers	3	Lawyers & judges	1	Politicians	1	Sales workers	5	10.4
Physicians	3	Social workers	1	Managerial	1	Clerical	4	8.3
Clerical	2	Professionals (Other)	1	Clerical	1	Protection Service Workers	4	8.3
Stock handlers	2	Politicians	1	Mechanic & Repairmen	1	Physicians	3	6.3
Protection Service Workers	2	Managerial	1	Protection Service Workers	1	Managerial	3	6.3
Retired	2	Clerical	1	Housekeeper	1	Mechanics & Repairmen	3	6.3
Engineer	1	Mechanics & Repairmen	1	Student	1	Stock Handlers	3	6.3
Teachers	1	Stock Handlers	1		8	Retired	3	6.3
Social Workers	1	Protection Service Workers	1			Lawyers & judges	2	4.2
Managerial	1	Housekeeper	1			Social Workers	2	4.2
Secretaries	1	Unemployed	1			Housekeeper	2	4.2
Mechanics & Repairmen	1	Retired	1			Students	2	4.2
Operatives (blue collar)	1		14			Engineers	1	2.1
Students	1					Teachers	1	2.1
Don't know	1					Professionals (Other)	1	2.1
	27					Secretaries	1	2.1
						Operatives (blue collar)	1	2.1
						Unemployed	1	2.1
						Don't know	1	2.1
							48	100

E. Working Place

1st Contact		2nd Contact		3rd Contact		Total	f	%
Industrial Organizations	4	Police Dept.	2	Police Dept.	2	Merchants	6	14.0
Merchants	3	Merchants	2	Public Schools	1	Industrial Organizations	6	14.0
Employment Dept.	2	Employment Dept.	1	Sanitation Dept.	1	Police Dept.	5	11.6
Political Groups	2	City Hall	1	Employment Dept.	1	Employment Dept.	4	9.3
Government Agencies	2	Political Groups	1	City Hall	1	Community Service Organizations	4	9.3
Community Serv. Organizations	2	Government Agencies	1	Community Service Organizations	1	Political Groups	3	7.0
Pvte. Doctor	2	Community Service Organizations	1	Pvte. Law Office	1	Government Agencies	3	7.0
Pvte. Health Clinic	2	Pvte. Health Clinic	1	Merchants	1	Public Schools	2	4.7
Public Schools	1	Insurance Firms	1	Industrial Organizations	1	City Hall	2	4.7
Police Dept.	1	Industrial Organizations	1		10	Social Services Dept.	1	2.3
Social Services Dept.	1		12			Educational Institutions	1	2.3
Educational Institutions	1					Pvte. Doctor	1	2.3
Realty Firms	1					Pvte. Health Clinic	1	2.3
Investment Firms	1					Pvte. Law Office	1	2.3
Don't Know	1					Insurance Firms	1	2.3
	26					Realty Firms	1	2.3
						Investment Firms	1	2.3
							43	100.0

F. What Information or Suggestions did contact give respondent?

Referral	6	Referral	4	Referral	4	Referral	14	23.0
No Help Possible	1	No Help Possible	1	No Help Possible	0	No Help Possible	2	3.3
Help Given or Offered	6	Help Given or Offered	6	Help Given or Offered	4	Help Given or Offered	14	23.0
Information	15	Information	10	Information	6	Information	31	50.8
							61	100.0

G. Respondent Took Subsequent Action? If Yes, What was it?

1st Contact		2nd Contact		3rd Contact		Total	f	%
Followed Suggestion	5	Followed Suggestion	3	Followed Suggestion	3	Followed Suggestion	11	22.0
Continued as before	2	Further Discussion	2	Further Discussion	2	Further Discussion	4	8.0
Other action	1	YES	5	Seek More Help	1	Other action	2	4.0
YES	8			YES	6	Continued as Before	1	2.0
						Seek More Help	1	2.0
							31	62.0

H. If No, Why Not?

Satisfied now	5	Satisfied now	3	Satisfied now	2	Satisfied now	10	20.0
Lack of Interest	4	Lack of Interest	2	Await Better Time	1	Lack of Interest	6	15.0
Await Better Time	2	Situation Hopeless	1	No Answer	2	Await Better Time	3	6.0
Information Barriers	2	Information Barriers	1	NO	5	Information Barriers	3	6.0
Situation Hopeless	1	No Answer	2			Situation Hopeless	2	4.0
Fears Taking Action	1	NO	9			Fears Taking Action	1	2.0
Other	1					Other	1	2.0
No Answer	1					No Answer	5	10.0
NO	17						50	100.0

I. Helpfulness of Information

Very Helpful	6	3	4	13	26.5
Helpful	6	5	3	14	28.5
Not Helpful	12	6	4	22	44.9

J. How Did You Get in Touch with Contact?

PHONE	10	6	3	19	34.5
IN PERSON	18	10	8	36	65.4
LETTER	0	0	0	0	0.0
				55	100.0

K. Number of Times Respondent has been in touch with contact

1st Contact		2nd Contact	3rd Contact	Total	f	%
Once	12	9	5		26	54.1
2-5	10	2	4		16	33.3
6-10	2	1	1		4	8.3
11 or more	0	1	1		2	4.2

L. Reason for Selecting Contact

Personal Source	4	Personal Source	4	Personal Source	4	Personal Source	12	25.5
Used Commercial Service Before	4	Used Commercial Service Before	3	Referral (Personal)	3	Used Commercial Service Before	7	14.9
Logical Place	3	Source Just There	3	(Media)	2	Referral (Personal)	7	14.9
Known Expert	3	Personal Referral	1	Known Expert	1	(Media)	4	8.5
Referral (Professional)	3	Known Expert	1	Used Commercial Service Before	1	(Professional)	2	4.3
(Personal)	1	Relative	1	Logical Place	1	Known Expert	1	2.1
(Media)	1	Contact Approached Respondent	1	Source Just There	1	Source Just There	5	10.6
Relative	2	Source Just There	1			Logical Place	5	10.6
Unknown Expert	1					Relative	4	7.8
Professional	1					Contact Approached Respondent	3	6.4
Contact Approached Respondent	1					Professional	2	4.3
Source Just There	1					Unknown Expert	1	2.1
							47	100.0

M. Trustworthy Contact?

YES	16	8	8	32	68.1
MAYBE	2	0	0	2	4.2
NO	5	6	2	13	27.6

6. Information on most important problem/question via television.

A. Received any information or knowledge? YES 13 26.5%

NO 36 73.5%

B. From what kind of program?

News and Commentary	7
Public Service Announcement	2
Medical Dramas	1
Police Shows	1
Situation Comedies	1
Other Entertainment	1
Channel 3	3
Channel 6	2
Channel 10	3

C. Relevant Content of Programs

Referral to Information Source	2
Referral to a Source of Help	3
Offered Specific Help/Information	2
Useful Discussion	10

D. Did Respondent Take action?

YES 3

(Followed Suggestion	1
Seek More Information	1
Further Discussion	1)

NO 7

(Lack of Interest	2
Situation Hopeless	1
Await Better Time	1
Satisfied Now	1
Other	1)

E. Helpfulness of Information

Very Helpful 1 (8.3%) Helpful 7 (58.3%) Not So Helpful 4 (33.3%)

F. Trustworthy Source?

YES	7	64.6%
NO	3	27.3%
DON'T KNOW	1	9.1%

7. Information on most important problem/question received via radio.

A. Received Any Information or Knowledge?

YES	4	8.2%
NO	45	91.8%

B. From What kind of program?

News & Commentary	2
Interview	1
Public Service program	1

C. Relevant Content of Programs.

Referral to Information Source	1
Referral to a Source of Help	1
Offered Specific Help/Information	1
Useful Discussion	2

D. Did Respondent take Action?

YES	2
(Seek more information	1
Further discussion	1)

E. Helpfulness of Information

Very Helpful	0	Helpful	2	Not so Helpful	2

F. Trustworthy Source?

YES	2	50%
NO	2	50%
DON'T KNOW	0	0%

8. Information on most Important Problem/Question Received Via Newspapers.

A. Received any Information or Knowledge?

YES	13	26.5%
NO	36	72.5%

B. From What Kind of Article? (And what Paper?)

News Article	7	Inquirer	4
Mr. Fixit, etc.	1	Bulletin	4
Features	1	Daily News	1
Advertisements	1	National Papers	1

C. Relevant Content of Articles.

Referral to Information Source	2
Referral to a Source of Help	2
Offered Specific Help/Information	3
Useful Discussion	10

D. Did Respondent Take Action?

YES	5	NO	7
(Further Discussion	3	(Satisfied Now	1
Seek More Information	1	Situation Hopeless	1
Continued as Before	1)	Information Barriers	1
		Other	1)

E. Helpfulness of Information

Very Helpful	0	Helpful	7	Not So Helpful	6

F. Trustworthy Source?

YES	9	75%
MAYBE	2	16.7%
NO	1	8.3%
DON'T KNOW	0	0%

9. Information on most Inportant Problem/Question Received via Magazines.

A. Received any Information or Knowledge?

YES	4	10.2%
NO	44	89.8%

B. From what kind of Article?

		What magazine?	
News & Commentary	1	Better Homes and Gradens	1
Commercial Ads	1	Time	1
Feature Articles	1	Cultural and intellectual magazines	1
How-to Articles	1		

C. Relevant Content of Articles

Referral to Information Source	2
Referral to a Source of Help	2
Offered Specific Help/Information	2
Useful Discussion	2

D. Did Respondent Take Action?

YES 2		NO 2	
(Seek More Information	1	(Situation Hopeless	1
Other Action	1)	Await Better Time	1)

E. Helpfulness of Information

Very Helpful	2	Helpful	1	Not So Helpful	1

F. Trustworthy Source?

YES	3	75%
MAYBE	0	
NO	1	25%
DON'T KNOW	0	

10. Information on most Important Problem/Question received via books.

A. Received any Information or Knowledge?

YES	2	4.1%
NO	47	95.9%

B. From what kind of Book?

How-to Books	1
Other Non-fiction	1

C. Relevant Content of Books

Referral to Information Source	0
Referral to Source of Help	0
Offered specific Help/Information	1
Useful Discussion	0

D. Did Respondent Take Action?

YES 1 (Followed Suggestion)

E. Helpfulness of Information.

Very Helpful 0 Helpful 1 Not So Helpful 0

F. Trustworthy Source?

YES	2
MAYBE	0
NO	0
DON'T KNOW	0

11. Information on most Important Problem/Question received from other Sources.

A. Received any Information or Knowledge?

YES	10	20.8%
NO	38	79.2%

B. Not tabulated.

C. Relevant Content.

Referral to Information Source	1
Referral to Source of Help	0
Offered Specific Help/Information	4
Useful Discussion	5

D. Did Respondent Take Action?

YES 2

(Seek More Help 1
Continued as before 1)

NO 6

(Situation Hopeless 1
Other 2)

E. Helpfulness of Information

Very Helpful 1 Helpful 2 Not So Helpful 5

F. Trustworthy Source?

	f	%
YES	4	57.1
MAYBE	0	0.0
NO	3	42.9
DON'T KNOW	0	0.0

12. Was Library Used for Most Important Problem/Question?

YES 0

NO 48

(Library Doesn't Have Material	9
No Time	8
No particular reason	6
In general, couldn't help	5
No Need for Library	4
Didn't Think of it	4
Physical Barriers	3
Doesn't read	2
Other Barriers	1
Has Own Library	1
Other	1)

SUMMARY	f	%
Respondent used no sources of information	6	12.5
Respondent got information from one source only	15	31.3
Respondent got information from two or more sources	26	54.2

13. Most Helpful Source.

	f	%
Personal Contact	9	39.0
(1st Contact)	(3)	(13.0)
(2nd Contact)	(3)	(13.0)
(3rd Contact)	(3)	(13.0)
Other Personal Contact	3	13.0
Newspapers	3	13.0
None Helpful	3	13.0
Book	2	8.7
Television	1	4.3
Radio	1	4.3

14. Problem/Question satisfactorily resolved?

	f	%		f	%
YES, definitely	11	22.4			
YES, sort of	4	8.2	Total YES	15	30.6
NO, still working on it	18	36.7			
NO	16	32.7	Total NO	34	69.4

15. Other plans to resolve problem/question.

	f	% of total
"Hopeless"	8	20.5
"I wish I knew what to do"	6	15.4
Plan to do something	7	17.9
Plan to look for help	11	28.2
Plan to use media	0	0
Plan to wait and see	7	17.9
	39	100.0

SECTION III

1. Conversations in past week with...

	0	1-5	6-10	11-20	over 20	Mean
Relatives and in-laws	6	23	14	4	2	5.8
Your present neighbors	7	21	10	8	2	6.4
Friends or personal acquaintances who are not neighbors	8	22	11	3	4	5.9
People you work with	3	9	5	6	3	6.8
Other people	12	22	7	5	2	5.0

Total

	0	1-10	11-50	51+	
f	1	9	27	12	Mean: 30.5
%	2.0	18.4	55.1	24.5	

2. Asked for advice on...

	0	1-2	3-5	6+	Mean
Things that go on in the neighborhood	25	10	10	5	1.7
Local politics in Philadelphia	40	5	3	2	.6
Where to buy things	21	13	12	4	1.8
Financial matters, such as loans, banking, taxes, insurance or investments	32	12	5	1	.9
Health problems	35	11	2	2	.7
Other things	31	13	3	2	.9

Total

	0	1-3	4-6	7-9	10 or more	Total
f	11	8	15	5	11	50
%	22.0	16.0	30.0	10.0	22.0	100.0

Mean: 4.82

3. A. Active Organizational Memberships

Number of Organizations	f	%
0	15	30.0
1	14	28.0
2	8	16.0
3	3	6.0
4	6	12.0
5	2	4.0
6	2	4.0
	50	100.0

Mean 1.7

Median 1.214

First Three Kinds of Organizations Mentioned

First Mentioned		Second Mentioned		Third Mentioned		Total	f	%
Church Member	10	PTA, etc.	4	Church member	3	Church member	13	18.3
Trade Union	7	Church social	3	PTA, etc.	2	Trade union	11	15.5
PTA, etc.	3	Trade union	3	Veterans, Patriot	2	PTA, etc.	9	12.7
Sports teams	3	Sports teams	2	Private social	2	Church social	6	8.5
Veterans, Patriot	3	Cultural group	2	Social service	2	Sports teams	6	8.5
Political	3	Neighborhood	2	Church social	1	Veterans	5	7.0
Church social	2	Professional	1	Trade union	1	Neighborhood	3	4.2
Alumni clubs	1	Recreational	1	Sports teams	1	Political	3	4.2
Hobby groups	1	Special interest	1		14	Private social	3	4.2
Special interest	1	Private social	1			Social service	3	4.2
Neighborhood	1	Social service	1			Special interest	2	2.8
YMCA/YWCA	1		21			Cultural groups	2	2.8
	36					Alumni clubs	1	1.4
						Hobby groups	1	1.4
						YMCA/YWCA	1	1.4
						Professional	1	1.4
						Recreational	1	1.4
							71	100.0

3. B. Union Member in Household?

	f	%
YES	31	62.0
NO	19	38.0

3. C. Union Information

	f	%
YES	26	83.9
NO	5	16.1

Method of Informing

	1st Mentioned	2nd	3rd	Total	f	%
Newspapers	16	3	2		21	45.6
Meetings	5	3	3		11	23.9
Flyers, Handouts	3	3	0		6	13.0
Representatives	0	4	1		5	10.8
Letters	2	1	0		3	6.5
	26	14	6		46	100.0

3. B. Type of Information

	1st Mentioned	2nd	3rd	TOTAL	f	%
Union activities	6	4	1		11	26.8
Benefits	6	4	1		11	26.8
Working conditions	6	0	1		7	17.1
Human interest	1	2	0		3	7.3
Other	3	0	0		3	7.3
Consumer information	1	1	0		2	4.9
Political information	0	2	0		2	4.9
Job opportunities	1	0	0		1	2.4
Educational information	0	0	1		1	2.4
	24	13	4		41	100.0

Section IV

1. A. Magazines read regularly

	f	%	Mentioned first
Other women's magazines	11	11.8	5
Religious Magazines	8	8.6	2
Better Homes & Gardens	7	7.5	4
Hobby Magazines	6	6.5	1
Womens Day	6	6.5	1
McCalls	5	5.4	2
Good Housekeeping	4	4.3	2
Time	4	4.3	2
Cultural and intellectual magazines	4	4.3	1
Other home and garden magazines	3	3.2	1
Redbook	3	3.2	0
Other news and opinion magazines	3	3.2	0
Other sports magazines	3	3.2	1
Other men's magazines	3	3.2	2
Club magazines	3	3.2	2
Ladies Home Journal	2	2.2	1
Newsweek	2	2.2	0
Other magazines	2	2.2	0
Trade and professional magazines	1	1.1	1
Playboy	1	1.1	0
Consumer magazines	1	1.1	1
T.V., movie & entertainment magazines	1	1.1	1
	93	100.0	34

Number of Magazines Read Regularly	Responses	% of total
0	16	32.0
1-2	18	36.0
3-4	8	16.0
5-6	7	14.0
7-8	0	0.0
9 and over	1	2.0

Mean: 2.05

1. B. Was 1st Mentioned magazine helpful? How?

	f	%
YES	24	77.4
NO	9	22.2

	f	%
Referred to a source of information	0	0.0
Referred to a source of help	0	0.0
Provided specific information/help	20	48.8
Useful discussion	21	51.2
TOTALS	41	100.0

Section of Magazine Used

How-to articles	11	28.9
Columns	9	23.7
Feature articles	6	15.8
Other	6	15.8
Commercial ads	1	2.6
No answer	5	13.6
TOTALS	38	100.0

2. A. Newspapers read regularly.

Number of Newspapers	Responses	% of total
0	4	8.0
1-2	26	52.0
3-4	19	38.0
5-6	1	2.0
TOTAL	50	100.0

Which ones?

	f	% of total	Mentioned first
Inquirer	31	28.7	16
Bulletin	31	28.7	11
Daily News	28	25.9	16
Community newspapers	11	10.2	1
Religious newspapers	5	4.6	0
National newspapers	2	1.9	1
TOTALS	108	100.0	45

2. B. Did newspapers help, aside from news? How?

	f	%
YES	26	57.8
NO	19	42.2

	f	%
Referred to a source of information	1	2.9
Referred to a source of help	0	0.0
Provided specific information/help	22	64.7
Provided useful discussion	11	32.4
TOTALS	34	100.0

Part of Newspaper used.

	responses	% of total
Commercial ads	5	18.5
Entertainment, leisure, travel	4	14.8
Editorial page	4	14.8
Food section	4	14.8
News articles	3	11.1
Classifieds	2	7.4
Feature articles	1	3.7
Dear Abby, etc.	1	3.7
Health columns	1	3.7
Housing, real estate	1	3.7
Other	1	3.7
	27	100.0

3. Number of whole books read in the last year.

Number read	Responses	% of total
0	29	60.4
1-3	6	12.5
4-11	7	14.6
12 and over	6	12.5
TOTAL	48	100.0

Mean: 2.9

Books read, by type:

Fiction: 13
Non-fiction: 6

4. A. Television sets in working order.

Number of Sets	Responses	% of total
0	0	0.0
1	13	26.0
2	19	38.0
3	10	20.0
4	7	14.0
5	1	2.0
TOTAL	50	100.0

Mean: 2.3

4. B. Any set equipped to receive UHF channels?

YES 48
NO 1

4. C. Weekday hours watching TV per day.

Hours	Responses	% of total
0	2	4.0
1-2	14	28.0
3-4	23	46.0
5 or more	11	22.0
TOTAL	50	100.0

Mean: 3.1

4. D. Weekend hours watching TV per day.

Hours	Responses	% of total
0	3	6.1
1-2	16	32.7
3-4	13	26.5
5 or more	17	34.7
TOTAL	49	100.0

Mean: 3.2

4. E. Watch TV for:

Entertainment mostly:	33	68.7
Information mostly	10	20.8
Both	5	10.4
	48	100.0

4. F. Was TV helpful in past two weeks, aside from news? How?

	f	%
YES	6	40.0
NO	9	60.0
	15	100.0

	Responses
Referred to source of information	0
Referred to source of help	0
Provided specific information/help	4
Provided useful discussion	5
TOTAL	9

Type of Show

Educational shows	5
News and commentary	1
Panel and interview	1
Specials	1
Soap operas	1
	9

5. A. Number of Radios in Household.

Radios	Responses	% of total
0	1	2.0
1-4	26	52.0
5-8	19	38.0
9 or more	4	8.0
	50	100.0

Mean: 4.5

5. B. Weekday hours involved with radio per day.

Hours	Responses	% of total
0	4	8.2
1-3	26	53.1
4-6	9	18.4
7 or more	10	20.4
TOTAL	49	100.0

Mean: 3.4

Weekend hours with radio per day.

Hours	Responses	% of total
0	15	30.6
1-3	22	44.9
4-6	7	14.3
7 or more	5	10.2
	49	100.0

Mean: 2.3

5. C. Listens to radio for:

	f	% of total
Entertainment mostly	20	43.5
Information mostly	19	41.3
Both	7	15.2
	46	100.0

5. D. Was radio helpful, aside from news? How?

	f	%
YES	7	25.9
NO	20	74.1
	27	100.0

	Frequency of Mention	% of total
Referred to source of information	0	0.0
Referred to source of help	0	0.0
Provided specific information/help	3	50.0
Provided useful discussion	3	50.0
	6	100.0
Type of Show:		
Hotlines and Call-in shows	2	28.6
News and commentary	1	16.7
Interview shows	1	16.7
Commercial ads	1	16.7
Religious	1	16.7
Educational	1	16.7
	7	100.0

Section V.

1. A. Members of family living in household, including respondent.

Number in Household	Responses	% of total
2	15	30.0
3	6	12.0
4	19	38.0
5	2	4.0
6	3	6.0
7 or more	5	10.0
	50	100.0

Mean: 3.7

1. B. Children under 18.

Number of Children	Responses	% of total
0	27	54.0
1	4	8.0
2	11	22.0
3	4	8.0
4	2	4.0
7	2	4.0
	50	100.0

Mean: 1.2

1. C. Persons 65 or older.

65+	Responses	% of total
0	38	76.0
1	11	22.0
2	0	0.0
3	1	2.0
	50	100.0

Mean: 0.28

1. D. Head of family.

	f	% of total
Respondent	13	26.5
Respondent's spouse	15	30.6
Shared with spouse	18	36.7
Respondent's parent	1	2.0
Respondent's sibling	1	2.0
Other	1	2.0
	49	100.0

1. E-G. Occupation of head of family.

	f	% of total
Craftsman	21	42.0
Retired	11	22.0
Laborer	7	14.0
Operative	6	12.0
Service Worker	2	4.0
Housekeeper	2	4.0
Clerical	1	2.0
	50	100.0

2. A-C. Occupation of Respondent (if respondent is not head of family).

	f	% of total
Housekeeper	22	62.9
Clerical	4	11.4
Operative	3	8.6
Unemployed	2	5.7
Sales	1	2.9
Craftsman	1	2.9
Service Worker	1	2.9
Retired	1	2.9
	35	100.0

3. Marital Status of respondent.

Status	f	% of total
Married	46	92.0
Widowed	1	2.0
Divorced	0	0.0
Separated	1	2.0
Never Married	2	4.0
	50	100.0

4. Education of respondent.

Years of Education	f	% of total
0-6	4	8.0
7-11	30	60.0
12	15	30.0
Over 12	1	2.0
	50	100.0

Mean: 9.5

5. Religious Group

	Currently		At birth	
	f	%	f	%
Catholic	23	46.0	28	58.3
None	10	20.0	0	0.0
Lutheran	7	14.0	4	8.3
Presbyterian	3	6.0	3	6.3
Baptist	2	4.0	2	4.2
Protestant (Unspecified)	2	4.0	3	6.3
Brethren	2	4.0	0	0.0
Episcopal	1	2.0	4	8.3
Jewish	0	0.0	1	2.1
Methodist	0	0.0	3	6.3
	50	100.0	48	100.0

6. Nationality Group at Birth.

	f	% of total
Mixture	17	34.0
"American"	12	24.0
Irish	7	14.0
Italian	4	8.0
Polish	3	6.0
English	3	6.0
Hungarian	1	2.0
Lithuanian	1	2.0
German	1	2.0
Other	1	2.0
TOTAL	50	100.0

Do you identify with that nationality group now?

YES	26	54.2
NO	22	45.8

7. A. Father's Occupation

	f	% of total
Craftsman	12	24.5
Operative	9	18.4
Transportation worker	8	16.3
Service worker	7	14.3
Laborer	7	14.3
Sales	3	6.1
Professional	2	4.1
Farm worker	1	2.0
	49	100.0

Father's Education

No. of Years	f	% of total
0-6	12	37.5
7-11	17	53.1
12	2	6.3
Over 12	1	3.1
	32	100.0

Mean: 7.06

7. B. Mother's Occupation

	f	% of total
Housekeeper	34	69.4
Operative	6	12.2
Professional	4	8.2
Service worker	4	8.2
Clerical	1	2.0
	49	100.0

Mother's Education

Number of Years	f	% of total
0-6	8	20.0
7-11	21	52.5
12	10	25.0
Over 12	1	2.5
TOTAL	40	100.0

Mean: 8.7

8 and 9. Ways in which children's or parents' information seeking behavior differs from respondents'.

Nine compared their habits with their parents; 3 with their children. 4 felt that they used more extensive and wider ranging information sources than the other generation; 13 said they used less; and 13 said there were no differences.

10. Residence in neighborhood.

Number of years	f	% of total
0-2	2	4.0
3-10	2	4.0
11-19	12	24.0
20 or more	34	68.0
TOTAL	50	100.0

Mean: 17.5

11. Age

	f	% of total
Under 21	3	6.0
22-35	8	16.0
36-50	11	22.0
51-64	23	46.0
65 and over	5	10.0
	50	100.0

Mean: 48.2

12. Annual Family Income.

	f	% of total	
Under $2000	0	0.0	
$2000-$3999	3	7.1	
$4000-$5999	2	4.8	
$6000-$7999	3	7.1	
$8000-$9999	6	14.3	Mean: 12,714
$10000-$149999	13	31.0	
$15000-$19000	9	21.4	
$20000 and over	6	14.3	
	42	100.0	